

Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. Copyright, 1958, by Advertising Publications, Inc.

December 22, 1958
Volume 29 • Number 51
25 Cents a Copy • \$3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
480 Lexington Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Merger No. 1 ...

Gardner Advertising Co. Set to Merge with Paris & Peart Jan. 1

Under Gardner Name, New Shop Will Have \$35,000,000 Billing

ST. LOUIS, Dec. 18—Gardner Advertising Co. will merge with Paris & Peart about Jan. 1, creating an agency with annual billings of about \$35,000,000.

The new agency, to be known as Gardner Advertising Co., will become one of the nation's top 30 agencies.

Charles E. Claggett, president of Gardner, will remain president of the expanded agency. John A. H. Rehm, president of Paris & Peart, will become vice-chairman of the board of Gardner and chief executive officer of the New York office. Elmer G. Marshutz will remain as chairman of the board.

Paris & Peart brings 20 clients into the new operation, including the Great Atlantic & Pacific Tea Co., Remington Rand division of Sperry Rand Corp. and Vanity Fair Paper Mills. The agency expects its 1958 billings to be in excess of \$10,000,000.

Gardner, which estimates it will bill more than \$24,000,000 this year, has 25 clients, including Busch Bavarian beer, Grove Laboratories (Bromo Quinine and No Doz), Cessna Aircraft Co., Jack Daniels Distillery, Monsanto Chemical Co., Pet Milk Co., Ralston Purina Co. (Dog Chow and feed division) and Procter & Gamble (Duncan Hines special mixes).

Mr. Rehm's move is the only executive change contemplated. (Continued on Page 57)

Merger No. 2 ...

'Untrue' Story of Merger of North, Silberstein-Goldsmith Is Confirmed

Denied in October, Move Will Occur Jan. 5; \$15,000,000 Shop Seen

CHICAGO, Dec. 17—The merger of two agencies, which was reported by ADVERTISING AGE nearly two months ago (AA, Oct. 27) and flatly denied a week later by both agencies (AA, Nov. 3), became a reality today, when North Advertising and Alfred J. Silberstein, Bert Goldsmith Inc. confirmed the existence of the merger agreement.

The combined agency will retain the North Advertising name and will have billings of about \$15,000,000. The Silberstein-Goldsmith shop has billings of about \$3,500,000, while North will bill about \$11,500,000 this year. The merger

officially takes place Jan. 5.

Bert Goldsmith, president of Silberstein-Goldsmith, becomes board chairman of the new agency. Don P. Nathanson, North's president, and Cyrus H. Nathan, its exec vp, as well as all other officers of North, will keep their present positions.

Mr. Goldsmith will headquarter in New York, at 16 E. 40th St. (now Silberstein-Goldsmith headquarters) and will be joined by the rest of North's New York staff after Jan. 1. Harvey A. Robbins, vp and secretary, and Lewis Nemerson, vp, both of Silberstein-Goldsmith, have been named vps of the new agency. Bruce M. Dodge, North vp, will continue (Continued on Page 53)

Merger No. 3 (and more merger news on Page 3) ...

Atherton & Currier Is Merged with Kastor, Hilton, Chesley & Clifford

Atherton Name on Door Adds Industrial Unit, \$3,000,000 in Billing

NEW YORK, Dec. 18—The merger of Kastor, Hilton, Chesley & Clifford with Atherton & Currier, which has been in the works for four months, will become effective Jan. 1. The result will be an \$18,000,000 shop with one of the longest names in the business: Kastor, Hilton, Chesley, Clifford & Atherton (AA, Dec. 15).

This will be the second merger in seven months for the larger agency. In the first merger, in June, it was Kastor, Farrell, Chesley & Clifford merging with Hilton & Riggio, creating a shop billing

in the neighborhood of \$15,000,000 (AA, May 19). The current merger with Atherton & Currier adds another \$3,000,000 of billings.

Officers of the new company will be the same as in the present Kastor, Hilton company, except for the addition of J. W. Atherton, (now president of Atherton & Currier) as vp and chairman of the plans board, a new title. H. Kastor Kahn will continue as chairman, Peter Hilton as president, Charles E. J. Clifford as vice-chairman and W. S. Chesley as chairman of the executive committee and treasurer.

There appear to be no product conflicts arising from the merger. (Continued on Page 57)

BOYS! GIRLS! MEN! WOMEN!
WIN A \$10,000.00-A-WEEK JOB ACTING IN KRAFT'S BAT MASTERSON TV SHOW!



TALENT HUNT—Kraft Foods, Chicago, will promote its jingle contest for Fudgies and caramels with color ads in Puck—The Comic Weekly, Metro Sunday Comics Network and Dell comic books in January. Foote, Cone & Belding is the agency. (Story on Page 53.)

Harper Becomes Board Chairman; McCann Retires

Step Completes Transfer of Agency Control from Founders to Its Staff

NEW YORK, Dec. 16—Marion Harper Jr., who went from Yale to the mail room of McCann-Erickson 20 years ago, is today president and board chairman of the world's second largest advertising agency.

Harrison King McCann, 78-year-old co-founder of the agency, retired as board chairman yesterday at the annual meeting of the board of directors.

The board named Mr. Harper to succeed him and elected Mr. McCann honorary chairman.

At a similar meeting 10 years ago this week Mr. Harper was (Continued on Page 56)

Quid Pro Quo ...

CBS Ends 'Must Buy' to Save Option Time?

Network Substitutes Dollar Minimum for Specified Station List

NEW YORK, Dec. 18—CBS Television this week began spelling out the specifics of the new minimum buy policy that will supersede the network's "must buy" requirements as of March 1 (AA, Dec. 8).

In the past CBS has listed 60 stations, costing a total of approximately \$50,000 for a Class A half hour, as "must buys." These were the stations a national advertiser had to take to get on the network, though the rule has been waived from time to time for patchwork regional co-sponsorship patterns.

Come spring, an advertiser will be able to go down the list of 180 U.S. CBS affiliates and take his choice of the lot, providing (1) he buys enough to total \$60,000 gross for a nighttime half hour or \$11,250 for a daytime quarter hour and providing (2) he doesn't try to eliminate whole areas of the country.

If a sponsor buys 100 to 110 of the larger markets, this probably will give him enough dollar volume to meet the minimum requirement. If his list includes lots of smaller and less expensive stations, he might have to order 160 or so to meet the specification of 80% of the network's total gross (Continued on Page 53)

FCC Doesn't Share Justice Dept. View on Legality of Practices

WASHINGTON, Dec. 17—Elimination of "must buy" by CBS and possibly by NBC is regarded here as a concession which may help the networks retain option time, a far more important business practice.

From the time the government investigations of tv got under way early in 1956, network presidents have contended that "must buy" and option time are essential to the operation of a nationwide tv network service.

The Department of Justice has taken the position that both practices violate the anti-trust laws, but the Federal Communications Commission has yet to agree.

Through each of the several tv investigations in Congress and at the FCC, the fundamental issue faced by networks was the contention that an array of arrangements including "must buy," option time and others allowed CBS and NBC in particular to enjoy unfair advantages over film syndicators, national advertisers and others who deal with tv stations.

While CBS and NBC have insisted that "must buy" specifies the minimum coverage they are interested in selling, ABC has (Continued on Page 53)

GM, Ford, R. J. Reynolds, American Tobacco Topped '58 Radio Spot Users

NEW YORK, Dec. 18—The big four in spot radio spending in 1958 were General Motors Corp., Ford Motor Co., R. J. Reynolds Tobacco Co. and American Tobacco Co.

So reports Radio Advertising Bureau, which this week made a major advance in its campaign to put radio in the ranks of the meas-

ured media.

In releasing its estimates of the expenditures of 51 leading spot radio users, RAB claimed two firsts:

1. The first spot radio dollar figures ever compiled by an industry trade association.

2. The first media expenditures to be released by a media source on a net rather than a gross basis.

These estimates were made by RAB on the basis of a survey of stations and a cross-check of various industry sources.

By the bureau's estimate, General Motors spent \$5,400,000 in spot radio this year. Ford was next with \$5,000,000. Reynolds and American Tobacco both spent over \$4,500,000.

Excluded from these estimates were religious and political sponsors and regional accounts. RAB's sample is not large enough to include regionals, it was explained. Along with cars and cigarettes, foods and gasolines showed up prominently on the heavy spending list.

"Of major significance is the amount of money being expended in spot radio by the leaders," Kevin B. Sweeney, president, RAB, said.

"Until now the question of just (Continued on Page 57)

Last Minute News Flashes

C&W Adds Powell Agency as Detroit Office

NEW YORK, Dec. 19—Cunningham & Walsh will absorb Powell Advertising, Detroit, Jan. 1, 1959. The Detroit shop billed \$410,000 in 1957. Robert H. Powell will become vp in charge of the Detroit office of Cunningham & Walsh.

Yellow Pages Account Moves from Ayer to Ludgin

CHICAGO, Dec. 19—Reuben H. Donnelley Corp. has appointed Earle Ludgin & Co. to handle its Yellow Pages advertising account, which bills approximately \$300,000. Ludgin takes over Jan. 1, replacing N. W. Ayer & Son, which has handled the account for more than 15 years.

Babbitt Buys Antell; Account to Brown & Butcher

NEW YORK, Dec. 19—B. T. Babbitt Inc. has purchased Charles Antell Inc., Baltimore, and Charles Antell Ltd., Canada, for an undisclosed amount of cash, effective Dec. 31. A. N. LaBelle, formerly director of sales for the Lambert Hudnut division of Warner-Lambert Pharmaceutical Co., has joined Babbitt as vp in charge of the Charles Antell division. The Antell account is switching from Paul Venze Advertising to Brown & Butcher, the Babbitt agency. The intended Antell purchase and agency switch were first reported in ADVERTISING AGE a month ago (AA, Nov. 24).

(Additional News Flashes on Page 57)

NIAA Members Ask Wider Scope in Quiz Replies

Tabulation Shows 1,102 for Broader Activity; 340 Are Opposed to Move

NEW YORK, Dec. 15—Members of National Industrial Advertisers Assn. today received a digest of the tabulated responses to the membership survey recently completed. As previously reported (AA, Dec. 15), a majority of members apparently would like to see NIAA broaden the scope of its activities.

The tabulation shows a vote of 1,102 members in favor of NIAA broadening its scope, and 340 opposed. Of the 1,102, 506 favored a wider program, 45 favored broadening membership and 504 favored both objectives. Most of the rest had other suggestions: three favored neither idea.

Objectives that members would like to see NIAA undertake were rated as follows: Provide exchange of ideas, 1,223 votes; improve managerial ability, 1,055; promote ethical standards, 966; integrate advertising with marketing, 792; provide research facilities, 748; improve technical standards, 732; train new workers, 680; provide for professional recognition, 635; develop industrial marketing as a profession, 592; closer work with other associations, 455.

While 890 members voted that
(Continued on Page 55)

Lavish Example of Soap Coupons Can Lead Direct Mail Users Astray: McIntyre

CHICAGO, Dec. 16—Coupon mailers have suffered from following in the footsteps of soap manufacturers who practice indiscriminate coupon mailing, in the opinion of Angus McIntyre, vp and account group supervisor of O. E. McIntyre Inc., direct mail company.

"Today, most grocery manufacturers look at the 'soapers' as the all-wise, the ones who really know how to market products in the supermarkets," Mr. McIntyre said at a meeting of the American Marketing Assn.'s Chicago chapter today. "This has been a terrible mistake—one that has probably hurt more non-soap mailing programs than any other single factor, and one that in the future is going to hurt the soapers themselves."

With rising mailing and production costs, he indicated, the need to be more selective in mailings is growing. He described how McIntyre has made it possible to be

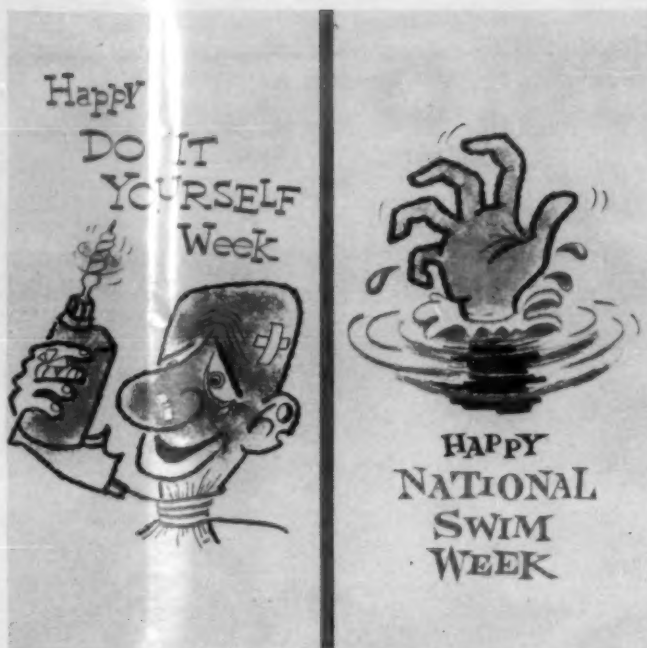
Consolidated Mutual Marks Promotional Weeks in Mail Push

NEW YORK, Dec. 18—Humorous greeting cards cued to the many promotional weeks throughout the year have proved so successful for Consolidated Mutual Insurance Co. that it is renewing the campaign for 1959.

The series of 12 studio-type greeting cards is geared to such weeks as National Wine Week, National Swim Week, Potato Chip Week, Do-It-Yourself Week. It was designed by Bill Finkle, art director of Ritter, Sanford, Price & Chalek, Consolidated Mutual's agency. The message inside is in a light vein, yet keeping in mind the business at hand—to sell Consolidated Mutual's services to insurance brokers throughout the areas served by the company.

Hand addressed to more than 4,000 brokers across the country, each monthly mailing lists the name of a nearby Consolidated Mutual representative. Brokers request additional cards for their own use, according to the agency; many thousands of extras were run off in the past year, leaving space for the broker's own imprint. The campaign also picked up an award from the National Alliance of Mutual Insurance Underwriters for excellence in direct mail promotions.

■ Most important, the campaign was "so successful during 1958 that it contributed heavily to an increase in business of nearly 30%, and this in the face of a recession," reports Howard Sanford, exec vp of Ritter, Sanford. #



DO-IT-YOURSELFERS IN THE SWIM—Consolidated Mutual Insurance Co. "reminds" brokers of special weeks with cards like these.

Wolfson Asks Abolition of Known Rating Weeks

Miami Broadcaster Says Promotion Hypo Cancels Its Own Effects

NEW YORK, Dec. 18—Mitchell Wolfson, president of WTVJ, Miami, has appealed to the broadcasting industry to abolish the "known-week" rating week. He said rating week program loading and promotions distort the ratings "to a point where they are not suitable for the job for which they were intended."

Mr. Wolfson made his suggestion for the industry reform in a speech before the time buying and selling seminar of the Radio & Television Executives Society here yesterday.

Several months ago his station announced that it was abandoning special rating week promoting and programming in favor of continuous audience building effort.

Mr. Wolfson does not dispute the accuracy of known-week ratings, leaving that to experts, but he thinks such ratings don't give buyers the information they need. He set forth his position as follows:

■ "We are convinced that the abnormalities inherent in the known-week rating book, due to program and promotion loading, do not give the purchaser any valid indication of viewing habits and of the programs which are watched on a habitual basis, week in and week out. Unless we are mistaken, the advertiser is primarily interested in knowing what average rating he will obtain with his program or spot over a 13, 26 or 52-time schedule. He cannot learn

this with the highest degree of accuracy from a known-week rating survey.

"Recent articles in the trade press indicate that the rating services are becoming increasingly aware of the problems brought about by the known-week survey. Some of the services are taking steps to correct this situation, but in our opinion, these corrections are not taking place at a rapid enough pace," he said.

For background on this problem, he cited an example from a week in the Miami market.

"I don't believe that any person reading TV Guide or the pages of the local newspapers had any doubt that the week of March 1-7
(Continued on Page 58)

Nesbitt Builds Soft Drink Push Around Outdoor Ads

LOS ANGELES, Dec. 16—Nesbitt Fruit Products will use humor built around five child cartoon characters to spotlight the theme of its 1959 advertising: "All us guys go for Nesbitt's."

According to Harry Minkey, exec vp and general sales manager, the company's national advertising will be concentrated in outdoor, because it "provides the unique advantage of presenting the same theme nationally, yet has its impact at the local level, where it can create sales in each Nesbitt's bottler's home area."

The outdoor boards are scheduled for concentrated showings in July and August in all of the
(Continued on Page 58)



ALL US KIDS—Nesbitt's Fruit Products will support its franchise bottlers nationally in 1959 with outdoor boards like these in more than 400 markets.

Flynn Resigns at Popular Science, Buys 'Salesman'

Hammond Takes Over Presidency Pending Selection of Successor

NEW YORK, Dec. 16—Ralph H. Flynn has resigned as president of Popular Science Publishing Co. and has purchased *American Salesman*, a digest-size monthly, from his former employers.

"I have always wanted to be in business for myself," said Mr. Flynn today in a statement on the twin moves, which will be effective Dec. 31. "*American Salesman* is the first of what I expect will be many publishing properties eventually to be acquired."

American Salesman, which was launched in September, 1955, by Michael Gore, former agency executive and promoter of syndicated publications, was purchased by Popular Science Publishing in November, 1957. At that time, Mr. Flynn was named president of the American Salesman Inc. subsidiary of Popular Science Publishing.

Moving out of Popular Science Publishing to join Mr. Flynn on *Salesman* are George Ramel, one-time ad manager of *Field & Stream* and more recently business manager of *Salesman*, and David R. Lindsay, editor of *Salesman*.

■ Mr. Flynn, who said the magazine is delivering about 50,000 circulation, added that it will start accepting advertising with the April, '59, issue. B&W rates of \$1,000 a page will be based on a guarantee of 100,000.

He said the magazine will con-
(Continued on Page 38)

Magazine Inserts Only in Infancy, Post Office Told

Industry Delegation Meets with P.O. Execs in Problem-Solving Try

WASHINGTON, Dec. 16—Representatives of seven publishing and advertising groups sought the help of postal officials yesterday in the elimination of uncertainties which have interfered with the use of inserts and other novel advertising devices.

The publishing and advertising experts were invited here by postal officials in an effort to find out whether anything can be done to prevent a recurrence of recent incidents in which publishers have been held to violate postal regulations governing the use of inserts.

According to reports from the meeting, neither side had specific proposals for clarifying existing rules or improving procedures. Postal officials emphasized that the meeting did not deal with any of the individual inserts which have become matters of contention between individual publishers and the department's division of postal services (AA, Dec. 1, 8).

■ But William P. Winsor, vp of Reinhold Publishing Corp., New York, did suggest that "it would be a good idea to have identical restrictions on all publications for inserts accepted as paid advertising."

"In other words," he said, "if a publication using third class mail accepts an insert as paid adver-
(Continued on Page 58)



IDEA—Kraft Foods promotes its Cheez Whiz as a topping for baked potatoes in this color page in *Everywoman's Family Circle*, January, and *Life*, Jan. 12. J. Walter Thompson Co., Chicago, is the agency.

KOA Boosts Radetsky

Ralph Radetsky, assistant general manager of KOA, Denver radio outlet, and station manager of KOA-TV, has been named station manager for both radio and television operations. He succeeds Robert S. Hix as manager of KOA Radio. Mr. Hix, who leaves after the first of the year, will announce his plans later.

FM Station Seeks FCC Okay

North Cincinnati Broadcasting Co., owned by Edward L. Fishman, a Cincinnati appliance retailer, has applied to the Federal Communications Commission for permission to operate a Cincinnati fm station. If approved, the station would be the city's fourth fm station.

Big Circulation Gusher Turns Out to Be Dry Well

'Look' Disowns Share in Wenatchee Promotion as P.O. Says No, No

WASHINGTON, Dec. 16—A plan to get rich quick by selling subscriptions to *Look* was junked three days after it went into operation.

Dreams of subscription sellers earning commissions up to \$9,330 were shattered when the Post Office Department ruled that the chain-letter operation was illegal. Post Office officials described the plan as "an endless-chain scheme" and added that use of the mails to further it would violate fraud and lottery provisions of federal law.

There was some embarrassment this week at *Look*, which had given its blessing to the plan, originated by Dr. M. L. Westerberg, a dentist from Wenatchee, Wash. He established Coinco, a new company, to handle the operation.

In a prepared statement, *Look* said: "The subscription campaign test in Wenatchee, Wash., was suspended on Tuesday, Dec. 9, because through a misunderstanding it got off on a wrong basis. If it is renewed, it will be on a much different basis than was originally announced by Coinco. Pending clarification of the whole (Continued on Page 55)

2 Admen Whirl into Novelty Field with Whirley Whirlers

St. Louis, Dec. 16—Two former admen are taking a whirl at duplicating the fantastic success of the hula hoop.

John Hyatt and Louis E. Westheimer have organized the Whirley Corp. here and currently are marketing a novelty item called the Whirley Whirler, a plastic plate that spins on the top of a stick. Mr. Westheimer estimated they will sell 5,000,000 Whirley Whirlers.

Mr. Hyatt formerly was sales manager of KTVI, St. Louis. Mr. Westheimer, now a marketing consultant, previously was a partner in Westheimer & Block agency (now Frank Block Associates) before he sold out three years ago (AA, Oct. 10, '55).

"The Whirley Whirlers are not yet being sold nationally," Mr. Westheimer said. "We are doing very well in St. Louis and other cities and on the West Coast and in Texas, but we have not moved east of Cleveland."

He said the company already has sold 250,000 of the gimmicks at \$1.49 each, and the company is producing 18,000 of them daily on a seven-day-a-week basis. He said 80% of the company's advertising budget is going into spot tv in 18 cities, with the remaining dollars going into spot radio and publicity.

"We probably won't do as well as the hula hoop did, but we should sell a lot of Whirley Whirlers before the craze dies," Mr. Westheimer said. "We think we have a hot product, as we are already being copied by six other companies." #

Dairyman Joins B. D. Adams

Louis R. Bruce, a dairy farmer who has worked for the Dairyman's League Cooperative for the past 15 years, has joined Burke Dowling Adams Inc., New York, as director of the food products division.



"I see your husband's after her Camels again!"

More red-blooded skiers chase after Camels than any other cigarette today. The Camel blend of costly tobacco has never been equalled for rich flavor and satisfying mildness. It stands to reason: the best tobacco makes the best smoke.

Leave hats and heavy stuff to business...

Have a real cigarette—have a CAMEL



BLYTHE APPROACH—Camel advertising takes a merry twist in this ad in the University of Connecticut's student-edited *Daily Campus*.

How Clients 'Pop the Question' . . .

Curtiss, North American Find Formal Questionnaire Helps in Agency Choice

Clint Frank Had 'Better Interpretation' of Curtiss 'Challenge'

CHICAGO, Dec. 17—Curtiss Candy Co. is the latest advertiser to report satisfying results from the use of a questionnaire in selecting a new agency. And a "better grasp" of the company's marketing problems was the clincher when the field was reduced to five finalists.

The two-page questionnaire was the jump-off point for Curtiss, which selected Clinton E. Frank Inc. to replace Wentzel, Wainwright, Poister & Poore on its \$1,000,000 account after a three-month search (AA, Nov. 17).

The company also made extensive use of personal contact with various agencies as it narrowed the field of candidates from 25 to five and then to two, before selecting the Frank agency.

Frank Reiter, advertising director at Curtiss, used the ADVERTISING AGE annual agency billings issue to (Continued on Page 50)

Biddle Was Interested in North American's 'Growth Objectives'

FORT WAYNE, Dec. 16—North American Van Lines didn't use a moving van last month when it hauled its advertising account from Applegate Advertising Agency in Muncie, Ind., to the Biddle Co. in Bloomington, Ill. Carrier for the company's \$800,000 in annual billings consisted of a questionnaire, a "score card" and a selection committee.

The wheels began to turn last September, when advertising and sales personnel at North American composed a list of 18 candidate agencies. Most of the 18 had made new business calls to the moving company in the last few years.

From the list of 18, two small, two medium-size and two large agencies were selected, and then four finalists were chosen. They were J. Walter Thompson Co., Maxon Inc., Biddle and Willis S. (Continued on Page 51)

Six Month Floor Wax, Opening Markets with Saturation TV, Tells of Sales Successes

By Maurine Christopher

NEW YORK, Dec. 17—It's not often that a product comes along with a name which is, in itself, a sales slogan.

But such is the case of Continental's Six Month floor wax which is off to a fast start in 40 markets in 12 states, thanks to the repetition of that name on a saturation basis on television.

What housewife who has ever had to cope with the drudgery of dirty floors could resist the lure of this promise: "Continental Six Month floor wax, the living wax—won't walk away, wash away, wear away for six full months—or your money back?" And particularly if she has seen an easy-to-remember tv demonstration stressing that this wax has proved its wearability in heavy traffic centers such as school lobbies?

Not many, judging from the

sales results reported by this fast-moving new product, which is being marketed by an off-shoot of an old company. Reported as a top-selling supermarket promotion a month after it hit the New York market last August, Six Month wax claims to be the best or second best selling wax in dollar volume in all the cities where it is available.

The key characters in this success story, which Continental's owners hope will eventually reach the Cinderella proportions of Lestoil, are Lee Hall, president, and Jack Heller, chairman. Mr. Hall, who was formerly in the housewares business, joined a 35-year-old industrial wax company called Continental Car-Na-Vax early in 1956 after it had merged with a vending machine manufacturer which, by coincidence, was called Continental Industries.

This seemingly incompatible marriage gave the wax company the necessary cash to invade the consumer market. Mr. Hall was brought into the company to direct this operation. One of his early moves was to name Product Services as his agency.

They chose to make their first (Continued on Page 55)

For Dedicated Executives?

NEW YORK, Dec. 16—A Westinghouse commercial, aired over CBS yesterday, let it be known that a new clock-radio, which wakes you to music, is "ideal for the executive's desk."

Merger Urge Becomes Mania as '58 Wanes

Economic Pinch Leads Many a Shop to Seek Strength in Numbers

NEW YORK, Dec. 18—It was just a few days before Christmas and all through the ad business not an agency owner was stirring who hadn't been approached about a merger.

Well, almost none. There were a few admen wandering around the bistros and byways of Madison and Michigan Aves. with a hang-dog look and a sense of inadequacy: Nobody had urged them to merge—recently.

The merger derby rolled into 1958 at the same accelerated pace at which it had whizzed through 1957, but by this year's end, merger mania was zooming along with something like jet propulsion.

Last week's ADVERTISING AGE, for example, reported (1) the merger of Geyer Advertising and Morey, Humm & Warwick to form a \$30,000,000 shop; (2) the expected merger between Kastor, Hilton, Chesley & Clifford (itself born of an earlier 1958 merger) and Atherton & Currier into a reputed near-\$12,000,000 agency and (3) the characterizing of a Calkins & Holden-Edward H. Weiss & Co. merger as "premature."

And today's AA details elsewhere the mergers of Alfred J

Silberstein-Bert Goldsmith with North Advertising into a conservative \$15,000,000 operation and the combination of two oldtime agencies, Paris & Peart and Gardner Advertising Co., to form a \$35,000,000 agency under the Gardner banner.

Two weeks ago, one of the "mergingest" agencies of the year, Reach, McClinton & Co., announced its second within three weeks, this time with H. B. Humphrey, Alley & Richards, to place the agency at a \$25,000,000 billing level.

The week before that, Donahue & Coe and Keyes, Madden & Jones announced an "affiliation" between their New York, Chicago and West Coast offices.

All these consolidations have been reported since Dec. 1. In November, the big combination was Emil Mogul Co. with Lewin, Williams & Saylor, a \$20,000,000 operation as of Jan. 1. October's (Continued on Page 39)

Beard Hits U.S. Outdoor Rules as Brake on Economy

ABP Head Asks Review, Says Rules 'Vary' from Commerce Dept. Aims

NEW YORK, Dec. 17—Blasting the new federal regulations on outdoor advertising as "restrictions on selling," William K. Beard, president of Associated Business Publications, in a letter to the Department of Commerce yesterday, contended, "The American economic system cannot survive if our government is going to put brakes on creative effort."

The Department of Commerce on Dec. 10 released new standards regulating advertising signs on interstate highways. The new rules fix rigid physical limits on the number and size of signs within 660' of the right of way along the highway system. Advertising is limited to businesses within 12 miles of the highway. The size of signs is restricted to 150 sq. ft., whereas the standard outdoor sign is 300 sq. ft.

In addition to businesses located within 12 miles of the road, advertising privileges are extended only to "places for camping, lodging, eating and vehicle service and repair." The use of trademarks (Continued on Page 58)

Alter Anti-Trust Laws to Aid Small Business: Arnall

CHICAGO, Dec. 16—Some sections of the Robinson-Patman Act involving functional discounts and pricing favor big business and should be amended in the next session of Congress, Ellis Arnall, general counsel for the National Frozen Food Distributors Assn., charged here last week.

In a talk at the winter meeting of Central States Frozen Food Assn., Mr. Arnall described current anti-trust laws as "complicated" and "confusing" and charged that the laws provide a "built-in system of discrimination" against small businesses.

Mr. Arnall, who is the former governor of Georgia, pointed out that the big grocery chains can buy supplies from food producers at the same prices as wholesalers and food brokers, while independent, small grocers must pay higher prices for the same goods.

He asserted that legislation, which was introduced this year but will not be acted upon until Congress convenes in 1959, will give small businesses a better break if the laws are passed. These new amendments provide that customers of food producers will be classified on the character of their selling, and not their buying policies.

"It is vital for us to keep alive small retailers and brokers in order to insure competition," Mr. Arnall said. "It is time to prohibit the legalized murder of the corner grocer." #

Renderer Joins Olympia

Byron L. (Barney) Renderer has been named manager of advertising and marketing research of Olympia Brewing Co., Olympia, Wash. He formerly was manager of the beverage packaging sales division of Fiberboard Paper Products Corp.



SYLVESTER L. (PAT) WEAVER JR., former head of National Broadcasting Co., has been named consultant to McCann-Erickson on special projects. He will work with the agency's programming division. Mr. Weaver is also consultant to Kaiser Industries.

McGraw-Hill Shifts Top Executives

NEW YORK, Dec. 17—Four top-level appointments, effective Jan. 1, were announced today by McGraw-Hill Publishing Co.

Ervin E. DeGraff, since 1954 advertising sales manager of *Petroleum Week*, has been named publisher of *Petroleum Week*, *National Petroleum News* and *Oilgram News & Price Service*. He succeeds Harry Waddell, who became a senior vp of McGraw-Hill's publications division (AA, Oct. 6). No successor to Mr. DeGraff has been named as advertising sales manager of *Petroleum Week*.

John E. Slater, advertising sales manager of *Fleet Owner* since 1955, has been appointed publisher of that publication. He succeeds Shelton Fisher, who was also recently named a senior vp of the company's publications division. Mr. Slater will continue as advertising sales



John Slater



Erwin DeGraff

manager temporarily.

Caswell Speare, editor of *Fleet Owner* since 1955, has been named associate publisher of *Electrical Merchandising*; he will be succeeded as editor of *Fleet Owner* by Carol Boyce, who has been feature editor of *Factory Management & Maintenance*. No successor to Mr. Boyce has been named.

H. William Davis, formerly manager of household appliance advertising for McCall's, has joined the sales staff of *Electrical Merchandising* as district manager for

the Atlantic and New England areas. Mr. Davis, a graduate of the Sheffield scientific school of Yale University, served in the Air Force during World War II and was a major in the 4th photo reconnaissance group. He joined McCall's in 1946 as an advertising salesman and was made manager of household appliance advertising in 1954. He is credited with having originated and worked out the application of McCall's untested tag. #



Caswell Speare

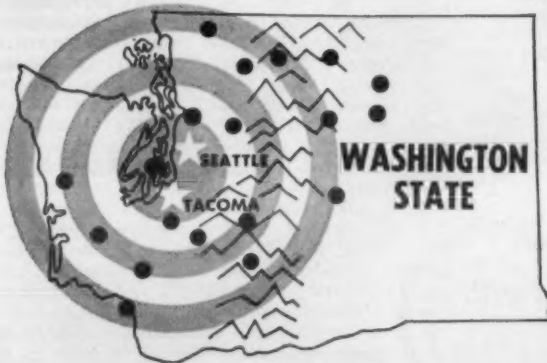
WGN Names O'Connell

Richard O'Connell Inc., New York, has been named to represent WGN, Knoxville. The radio station formerly was represented by Rambeau, Vance, Hopple.

You need concentrated coverage



- not "scatter-shot" coverage



... in the PUGET SOUND CIRCLE

More than half the population and business of Washington State is concentrated in the Seattle and Tacoma markets.

To sell Tacoma, the State's No. 2 market, you need the *Tacoma News Tribune* which provides the *only* concentrated coverage in its area (more than four times the combined circulation of the Seattle dailies).

In the Tacoma market, no outside newspaper approaches these coverage figures:

The Tacoma News Tribune delivers 83% of its City Zone; 81% of its Metropolitan Area; 59% of its Trading Area. (Total net paid, \$3,717)

TACOMA NEWS TRIBUNE

Tacoma, Washington

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA
LOS ANGELES • SAN FRANCISCO

Highlights of This Week's Issue

- General Motors, Ford, E. J. Reynolds, and American Tobacco were the top users of spot radio during 1958, the Radio Advertising Bureau reports. **Page 1**
- Three mergers spark the advertising industry this week, including one merger denied earlier in the year: North joins Alfred J. Silberstein, Bert Goldsmith Inc.; Gardner joins Paris & Peart, and Atherton & Currier merges with Kaster, Hilton, Chesley & Clifford. **Page 1**
- Marion Harper Jr. moves up to fill in board chairman role of McCann-Erickson as well as president's shoes as Harrison King McCann retires at 78. **Page 1**
- Coupon mailers are suffering from following in the footsteps of the soap manufacturers who practice indiscriminate coupon mailing, Angus McIntyre, vp and account group supervisor of O. E. McIntyre Inc., says. **Page 2**
- Advertising delegation tells Post Office that magazine inserts are only in their infancy, seek to help postal officials eliminate uncertainties which have interfered with the use of inserts and other novel advertising devices. **Page 2**
- Abolish the "known" rating weeks, Mitchell Wolfson, WTVJ president, urges broadcasters. He says rating-week program loading and promotions have distorted the ratings "to a point where they are not suitable for the job for which they were intended". **Page 2**
- Nesbitt Fruit Products will use humor built around five child cartoon characters to spotlight the theme of its 1959 advertising: "All us guys go for Nesbitt's". **Page 2**
- Ralph H. Flynn resigns as president of Popular Science Publishing Co. and buys American Salesman, a digest-size monthly, from his former employer. **Page 2**
- Post Office says no to a get-rich-quick subscription plan for selling Look, snuffs out dreams of subscription sellers earning up to \$9,330 through "chain letter" type scheme. **Page 3**
- Two admen take a whirl at making their fortunes by marketing a plastic plate that spins on the top of a stick, called Whirley Whirlers. **Page 3**
- Curtiss Candy Co. and North American Van Lines found that questionnaires were very efficient in helping them select Clinton E. Frank Inc. and Biddle Co. as their respective agencies. **Page 3**
- Merger mania stirs the advertising agency business as Christmas season nears and 1958 wanes; some agencies have even managed to merge twice during the year. **Page 3**
- The new federal regulations on outdoor advertising are "restrictions on selling," William K. Beard, president of ABP, writes the Department of Commerce, contending our economic sys-
- tem cannot survive if the government puts breaks on creative effort. **Page 3**
- Drug industry, in "open house" discussion with Arthur Flemming, new secretary of Health, Education & Welfare, discovers its ads are checked by FTC, its labels by FDA, and anything in between is "talked over". **Page 6**
- Studying past advertising can serve as a guidepost to future ads—but too much reliance on it may sometimes stifle the creative process, six agency copywriters tell Eastern Industrial Advertisers Assn. clinic. **Page 10**
- Daytime tv competition gets bricker as the networks start shifting their daytime shows around. **Page 14**
- Better Homes & Gardens says its 1958 Idea Home promotion last fall resulted in 440 homes sold and more than 3,000 leads for builders. **Page 16**
- Advertising, as practiced by A. L. McCarthy, sales vp of the Eureka division of Eureka Williams Corp., is a science that enables him to "tell within a few units what it will produce in sales in any given territory". **Page 20**
- Food brokers should work closer with both food manufacturers and wholesale buyers, surveys report. **Page 25**
- Advertisers need to do more exploring of "inner space"—discovering everything that goes on inside the consumer's heart and mind, John M. Shaw, assistant vp for merchandising, AT&T, says. **Page 26**
- The Creative Man finds tie-in of Marlboro ad with introduction of new watch and repetition of part of artwork an example of "bright and intelligent" cooperation. **Page 41**
- New York newspaper strike puts crimp into introduction of Ventar, a metal cylinder designed to make "cigarette smoking safer by reducing the formation of tars". **Page 47**

REGULAR FEATURES

Advertising Market Place	54
Along the Media Path	52
Art Director's Viewpoint	45
Coming Conventions	36
Consumer Magazine Linage	26
Creative Man's Corner	41
Department Store Sales	18
Drawthink	46
Editorials	12
Employs Communications	44
Getting Personal	16
Information for Advertisers	14
Obituaries	28, 57
On the Merchandising Front	46
Photographic Review	34
Rough Proofs	12
Salesense in Advertising	45
This Week in Washington	6
Voice of the Advertiser	48
What They're Saying	12
You Ought to Know	40

Grant Transfers Johnson

Bob Johnson, account executive in the Chicago office of Grant Advertising, has been transferred to the agency's New York office,

where he will help with the introduction of Dr. Pepper soft drink into the New York market. He also works on the Swanson Cookie Co. account.

YOU CAN'T COVER

CONTINUOUS MONTHLY GROCERY INVENTORY MAKES WINSTON-SALEM IDEAL TEST MARKET

The Journal and Sentinel research department conducts monthly sales and distribution reports on more than 450 food brands and sizes in Winston-Salem Metropolitan area. Free to advertisers and agencies. Write today.

NORTH CAROLINA

WITHOUT THE WINSTON-SALEM

JOURNAL AND SENTINEL

CIRCULATION NOW 102,388

Pub. Statement ending March 31, 1958

JOURNAL, MORNING SENTINEL, EVENING REP. KELLY-SMITH COMPANY

December Everywoman's Family Circle rolls up record circulation of

6,000,000*



Talk about vitality! December Everywoman's Family Circle hit an all-time circulation high of 6,000,000 — by far the largest single-copy sales ever attained by any magazine anywhere, any time! Family Circle's really rolling, with sales of 5,300,000 in October... 5,400,000 in November... and now 6,000,000 in December! What bonuses on a 5-million rate base! This circulation is concentrated right where you want it: among cartload customers of over 20,000 chain and independent supermarkets — volume outlets that move brands by carloads! Put your advertising where your business is... in Everywoman's Family Circle!

*All circulation figures are publisher's estimates

More and more advertisers are rolling with Family Circle

33% page gain last quarter 1958!

32% gain in pages booked for 1959 as of this date!

This Week in Washington . . .

Ads? It's FTC; Labels? It's FDA; Between? 'We Talk It Over': Larrick

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 18—Representatives of more than 30 drug trade groups accepted an invitation the other day to tell Arthur Flemming, the new Secretary of Health, Education & Welfare, how they feel about his department.

This is the third of about 20 such "open house" discussions which the Secretary is holding. At this one he discovered that even the drug industry experts sometimes have trouble anticipating when a drug case will be handled by the Food & Drug Administration, or left to the more leisurely disposition of

the Federal Trade Commission.

For Food & Drug Commissioner George Larrick, who was on hand to field the tough questions, the jurisdictional issue seemed like duck soup. "If it is labeling," he explained, "it's ours. Advertising goes to FTC. And if it falls between, we talk it over."

Industry people had plenty to say on most of the topics which Secretary Flemming wanted to discuss. But on "extravagant promotions" the Secretary got only one response.

That was from an association executive who was annoyed with Anacin's tv commercials. "How can

you go on letting them say three out of four doctors recommend their product?" he demanded. With a sigh of relief, Commissioner Larrick recouped. "That's definitely outside our jurisdiction," he said. "You better go to FTC."

FDA Budget Hike Sought

One of the things that seemed to be on everyone's mind was the budget of the Food & Drug Administration. One association spokesman after another pleaded with Secretary Flemming to go to bat for extra funds for FDA's enforcement operations.

In a sense this isn't news, for the food and drug industries for more than 50 years have gone to bat for honest and fearless enforcement of pure food and drug laws. For the new secretary, however, it was a somewhat unexpected experience. He begged off by pointing out that FDA's budget is al-

ready before President Eisenhower for decision, so it is too late for changes.

Sen. Byrd's Apples Seized

All these heart-warming words about more funds for food and drug enforcement came at exactly the right psychological moment for Commissioner George Larrick. As the trade people were speaking, he was sitting on the kind of political dynamite which would make any public servant tremble.

For among the enforcement actions carried out by his staff this week was the seizure of 406 cases of apples which are alleged to be decomposed, mislabeled or not labeled at all. The apples belong to no less a personage than H. F. Byrd Inc., apple king of nearby Berryville, Va., and known politically as Sen. Harry F. Byrd (D., Va.), chairman of the Senate finance committee.

While the trade association peo-

ple were expounding the urgency of a bigger FDA enforcement budget, George Frates, veteran Washington representative for the National Retail Druggists Assn., sat morosely in the front row. Finally he quipped, "After the story in today's paper, maybe we better save our testimony for Sen. Byrd."

Red 32 Case Spurs New Law

On the brighter side, so far as the Food & Drug Administration was concerned, was Monday's unanimous Supreme Court decision upholding FDA's ban on Red 32, the coloring agent used to make the green skins of Florida oranges look orange.

When the court got through there was no shred of doubt remaining over FDA's authority, and there was no hope left for Red 32. Now that the litigation is over, industry and government people are likely to get together on a new control law—perhaps one which Sen. S. L. Holland (D., Fla.) announced he would introduce—enabling FDA to set tolerance limits which will open the way for a newer, less controversial dye for oranges.

Proposed Shoe Label Bill Is Hit

Retail groups are professing concern over a bill which is expected in the new Congress to require disclosure of the materials used in shoes.

Patterned after the textile law passed by Congress last year, the shoe labeling bill originates with trade people who complain that cheap substitutes are used in soles and uppers which even an expert can't identify.

Retailers claim shoe labeling will become too cumbersome. Some of their people get very worked up, arguing that this is another step toward more and more federal labeling laws which might ultimately end up in grade labeling.

P.O. 'Deficit' Called False

Postmaster General Arthur Summerfield suddenly faces unexpectedly effective opposition on increases in parcel post rates. In the past, his requests for higher rates on catalogs and parcels got quick approval at the Interstate Commerce Commission simply because he produced cost figures showing he was losing money. But his latest increases, averaging about 20%, have been stalled while ICC examines a well-documented complaint that Mr. Summerfield's accounting is faulty.

The protest, filed by the law firm of Arnold, Fortas & Porter in behalf of the Parcel Post Assn., points out that a parcel post deficit exists only because fourth class mail has been charged for a full allocation of all the department's overhead and operating costs. The brief points out that the 1958 rate bill requires the Post Office to deduct from postal operating expense at least \$170,000,000 which represents the cost of certain public services which Congress wants eliminated so far as the computation of postal rates is concerned. The brief says that a new calculation which eliminates public service cost will show no catalog or parcel post rate increases are needed. #

Sackheim Adds Cyanamid

American Cyanamid Co., New York, will consolidate all of its dye products advertising Jan. 1 in one agency, Ben Sackheim Inc., New York. Calcofluor, a paper whitening dye, will be moved from Hazard Advertising. Hazard will continue to service other of the company's products that it has been handling.

Pierce Joins Ziff-Davis

James R. Pierce, formerly with Time Inc., has joined Ziff-Davis Publishing Co. as western ad manager in Los Angeles.



TAMPA - ST. PETERSBURG ...market on the move!

Giant fleets of highway haulers are on the move in the MARKET-ON-THE-MOVE . . . TAMPA — ST. PETERSBURG . . . speeding commodities to and from the North, linking this rich market with others throughout the nation. Excellent trucking facilities help spark the amazing industrial expansion in the Twin Cities of the South — NOW IN TOP 30 MARKETS — 30th in retail sales, 27th in automotive sales, 29th in drug sales.

Keeping pace with this growth is the station on the move — WTVT — first in total share of audience* with 30 of the top 50 programs*. WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET-ON-THE-MOVE . . . TAMPA — ST. PETERSBURG.

*Latest ARB

station on the move . . .

WTVT

TAMPA - ST. PETERSBURG



Channel 13

The WKY Television System, Inc.

WKY-TV
Oklahoma City

WKY-RADIO
Oklahoma City

WSFA-TV
Montgomery

Represented by the Katz Agency

TWO NEW MINNESOTA SURVEYS

give you the market facts you want!



1. NEW MALE MARKET STUDY —“MR. MINNESOTA”

A completely new study of an important male market: more than a million mature Minnesota men. Companion piece to the famed Minnesota Homemaker surveys, “Mr. Minnesota” is grounded in the same careful research techniques that have made the Homemakers a “must” for understanding the Minneapolis and Minnesota markets. “Mr. Minnesota” adds a new dimension: *masculine* buying habits, interests and recreations, product inventories.

2. NEW ANNUAL MINNESOTA HOMEMAKER SURVEY (No. 11)

Bigger (almost doubled in size), covering a wider range of products and buying habits. Projectable to Minnesota's 945,000 households as to what's on hand or last bought, from personal interviews with adult homemakers. Ingenious combination of metropolitan and statewide samples gives the complete picture in both the area's largest metropolitan center (Hennepin County-Minneapolis) and in all Minnesota. Also city-town-farm breakdowns.

These surveys work together to give you information you need
about the \$5½ billion Minnesota market

Minneapolis Star and Tribune
EVENING MORNING AND SUNDAY

JOHN COWLES, President

635,000 SUNDAY

500,000 DAILY

Write today for your copies. Address requests on your letterhead to W. A. Cordingley, National Advertising Manager, Minneapolis Star and Tribune, Minneapolis 15, Minn.

N.Y. Newspaper Industry Faces Drab Yule as Strike Cuts Ads and Wages

Publishers Resigned to Lengthy Strike Now That Yule Profits Are Lost

NEW YORK, Dec. 19—It's shaping up as a dollar-scarce Christmas for New York newspaper men:

● On Wednesday, New York dailies and deliverers union people suspended peace negotiations indefinitely, while agreeing to meet with federal mediators separately.

● No publisher-union strike talks can now be held before Monday, Dec. 22.

● Newspaper publishers were believed resigned to a lengthy strike, having lost millions in pre-Christmas advertising because of non-publication. The *New York Times* yesterday estimated it lost \$1,000,000 last Sunday alone because no issue was published and it figured a drop of 1,200,000 lines over the last week; the *Daily News* estimated its ad revenue to be down by \$1,500,000 thus far, with the possibility of the loss moving to \$2,000,000 or more by month's end.

● It seemed unlikely the dailies were covered by strike insurance to compensate for any losses.

The *New York Times* told AA that it has strike insurance, but that the amount it collects "is only a piffling part of our present payroll." It was understood that the insurance begins to pay out after seven days of strike have passed and that payments can continue for 50 days thereafter.

It was believed that all New York dailies have such insurance, which is handled by several companies whose headquarters are in Montreal.

● Meanwhile, Barney Cameron, president of the Publishers Assn. of New York City, asserted that the publishers "have made all the concessions they can make."

Newspaper deliverers walked out the night of Dec. 9 after rejecting a publishers' offer of a \$7 raise (\$4 the first year, \$3 the second). The union is seeking, in addition to a raise, shorter hours, sick pay, one more holiday and other concessions.

With the newspapers all out, radio and tv stations were working hard to fill the vacuum.

News schedules were stepped up. Comics were read on the air. Editorials intended for print were digested by commentators. A steady stream of columnists shuttled to WNEW mikes to read their columns.

● Practically all stations seemed to be picking up some new business as a result of the print blackout, but a spot check indicated that radio was getting more of the overflow from retailers than tv. There were heavy increases in the amusement category, both from movies and Broadway shows. Faced with the prospect of no reviews, "Gazebo" bought 30 minutes on WRCA-TV on opening night to read parts—the good parts naturally—of this play's reviews.

● WCBS Radio aired a 15-minute daily newscast under the sponsorship of B. Altman's department store, among other new or additional department store business. Independent station WMGM picked up nearly 10 new accounts, ranging from a men's clothing store—John David—to Schrafft's restaurant chain. WMCA replaced its nightly public service "Voice of New York" feature with a shopping guide show. The station said it would spend the money made on

this program to advertise the show in newspaper ads as soon as the papers were back in business.

● WPIX added tv schedules for Macy's, which is a regular tv user, and some national business for electric shavers and cigars, etc., that normally would have gone to newspapers.

Radio gained from department stores, jewelers, appliance stores and food chains. There were new clients and augmented orders from old clients. However, tv did not seem to get much of this type of brand new business.

● T. E. Callis, advertising director of the *Wall Street Journal*, said, "There has been some slight step-up of contract business as a result of the newspaper strike by regular advertisers, but nothing extraordinary."

● The strike was a boon to at least one daily—the peppery *El Diario de Nueva York*, Spanish-language tabloid. Beginning with the first day of the strike, it turned out two pages of news in English, plus captions on all pictures in both languages. The usual press run of 75,000 was doubled to 150,000.

Ironically, the *El Diario* composing room capacity was not large enough to accept advertising from any but their usual customers during the Christmas rush. "We ran 48 pages daily and 56 on Saturday, which is what we have been running all along during the Christmas season," said Editor Stanley Ross, "and this is just about our capacity."

"It was bitter gall to have to turn down advertising by the largest department stores in New York—people we have been after for many years," Mr. Ross said ruefully.

● The only exceptions were S. Klein, which got two pages in the Dec. 13 edition, and Hearn's, which took three pages on Friday and Sunday.

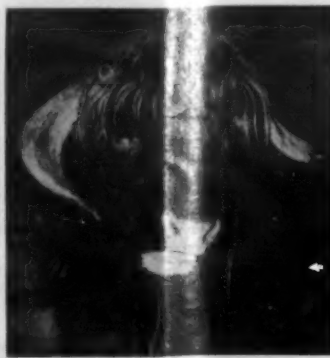
Retail advertisers—principally the department stores—were turning to off-beat promotional methods. Klein's was first into New York subways, using b&w posters pasted to train windows to push merchandise. Klein's placed four ads—each the size of a standard newspaper page—in each car for \$3,800 a day. Yesterday, Peerless Camera Stores and two Manhattan movie houses followed Klein's lead and moved to underground advertising. Other retailers turned to handbills, mailings to charge account customers, in-store displays, public address systems and posters.

● Loss in newsprint tonnage as a result of the newspaper strike is estimated to be 15,000 tons a week, the Newsprint Information Committee, which represents a group of major mills, reports.

● The American Newspaper Publishers Assn. reports U.S. newsprint consumption during the first 11 months of 1958 amounted to 4,555,687 tons, a decrease of 3.3% under the 4,712,781 tons consumed during the comparable period of 1957.

The Newsprint Service Bureau reports North American production through the end of November, 1958, amounted to 7,232,403 tons, which was 416,042 tons or 5.4% below the historical peak attained in the same period of 1957.

If the local newspaper strike lasts much longer it will seriously affect the producing mills, as well as railroad, shipping and warehousing interests. #



FRIEND—Peering through bangs is a Highland steer, hero of a naming contest sponsored by the food casings division of Visking Co. First prize in the contest, designed to boost the sausage industry, is a house. The contest runs May 1 to June 30.

Magazines Shift in Legal Snarl Over Esso Ads

NEW YORK, Dec. 19—A new worry has cropped up for publishers in their postal relations.

The Esso Standard Oil Co. plans an institutional campaign. By law it may not advertise outside its marketing area.

The new campaign was slated for four magazines—*Atlantic-Harper's*, *The New Yorker* and *Time*. The *New Yorker* will pull the Esso institutional ad (from Ogilvy, Benson & Mather) and replace it with Enjay Co. advertising (from McCann-Erickson) on the remaining 30% of its run.

Atlantic and *Harper's* (which originally planned to drop the Esso unit) will substitute a house ad outside Esso territory. *Time* plans to drop the Esso ad beyond Esso's marketing area and replace it in the remainder of its press run with another advertiser.

● In Washington, the Post Office, while refusing to comment on the *Time* and *Atlantic-Harper's* plan to drop the Esso insertion, said merely that the department's position is that a split run has to be replaced with "the same thing" (i.e., advertising or editorial), and that the folio cannot be changed; otherwise the postage computation would be too difficult. #

Gordon Back in TV Film, Names Reiner Exec VP

Milton A. Gordon, who recently sold his tv film company, Television Programs of America, to Independent Television Corp. for \$11,365,000, is returning to the film business as head of a new production company called Galaxy Attractions. The company, which reportedly will not be active in tv film distribution, will open offices at 375 Park Ave., New York, on Jan. 2.

Galaxy will produce and finance films for tv and theatrical distribution. Joining Mr. Gordon in his new project is Manny Reiner, with whom he was associated at TPA. Mr. Reiner has resigned as vp in charge of foreign operations for Independent Television Corp. to become exec vp of Galaxy.

Malsbary Appoints Thacker

W. A. Thacker has been named advertising and sales promotion manager of Malsbary Mfg. Co., Oakland, Cal., maker of steam cleaners, steam generators, industrial hot water heaters and indirect heaters for swimming pools. Previously he was assistant advertising manager of Schlage Lock Co.

Stations Representing 80% of Card Value Buy Barter Deal: CBS

NEW YORK, Dec. 19—CBS Radio executives, who report they are ready to start the network's barter plan operation Jan. 5, were busy this week accentuating the positive. They said:

● 1. More than 150 stations (or 80% of the total rate card value) have signed contracts under the new plan; about 15% of the stations (in rate card value) have not been heard from yet, and their replies may swell the total.

● 2. There will be no interruption of service in the six markets where stations have canceled. KTUL, Tulsa, which canceled its network contract before the plan was announced, has been replaced by a Meredith-owned independent, KRMG. The network will have six months to find replacements for WJR, Detroit (AA, Nov. 24), WSAN, Allentown, Pa. (which has switched to NBC), WGIR, Manchester, N. H., and WMSC, Columbia, S. C.

● 3. CBS has heard from 31 stations, including three NBC affiliates, which say they would like to join the network under its new setup. CBS will not identify these outlets.

● 4. Advertisers are putting their money on the line to support the revamped network. More than \$4,000,000 in gross sales from new business or expanded schedules has been signed since the announcement of the new plan. Among the sponsors: Bristol-Myers Co., Lewis-Hove Co., Stewart-Warner Corp., Lever Bros., General Electric, Fram Corp., Standard Packaging Corp. and Q-Tips Sales Corp.

ACP Publications Deny FTC Charges of Ad Monopoly

WASHINGTON, Dec. 18—Associated Construction Publications Inc., Detroit, and its 15 regional member publications denied today that they combined illegally to restrain trade and monopolize the advertising of construction equipment manufacturers.

In an official answer to a complaint issued by the Federal Trade Commission last October (AA, Nov. 10), the association and its members denied, among other things, that they allocate territories to prevent overlapping circulation, that they agreed on prices, discounts and selling terms for advertising space, or that they used ACP to acquire advertising for themselves and divert it from competitors.

● In its complaint FTC had contended that the 15 regional publications in the group dominate their field and "enjoy approximately 90% of the nation's regional construction magazine advertising business."

In their replies, the association and its members deny that there are only 35 regional construction magazines, as charged in the complaint, and that their 15 publications account for 90% of the advertising placed.

The replies said the association does not know how many regional publications there are in the field and added that in any event "there is no meaningful nor commonly understood or accepted meaning to the phrase 'the nation's regional construction magazine advertising business.'" #

Davis to 'House Beautiful'

William Davis, formerly on the sales staff of *Household*, has joined the New York sales staff of *House Beautiful*, New York.

Sears Retail Ads Hit \$68,500,000 During 1958

CHICAGO, Dec. 17—Sears, Roebuck & Co. invested approximately \$68,500,000 in retail advertising during 1958, an increase of about 10% over the 1957 total.

The figure was released today at a press conference at which Sears officials outlined the company's \$50,000,000 program of expansion and improvement for 1959.

Charles H. Kellstadt, president of the department store chain, said about \$48,000,000 of the ad total was spent in newspapers.

He did not give the media breakdown for the remainder of the budget, but said that radio and television are used mainly to supplement newspaper ads during special sales or other events. He also indicated that magazine advertising was reduced substantially from the \$2,800,000 spent in 1957.

● "In 1957 we had a type of campaign which was not needed this year," he said. "We did more advertising of individual items this year, and will continue on this basis in 1959."

Sears said that as a result of its expansion program, its retail advertising expenditure has increased 353% since 1945.

"In the 13-year period from 1946 through 1958, Sears total retail advertising expenditures were \$591,101,000," the company said, "spent mainly for newspaper space, radio and tv time, and for circulars and direct mail advertising." During that period Sears spent \$433,258,000 in newspapers—an average of 73.3% per year—to purchase 3,170,433,000 lines of white space. #

Jones New President of Keyes, Madden; 8 Other Officers Named

CHICAGO, Dec. 18—Howard A. Jones, at present exec vp of Keyes, Madden & Jones, has been named president of the agency, effective Jan. 1. Mr. Jones will take over the post to be vacated at that time by Edward D. Madden, who will become vice-chairman of the new Geyer, Morey, Madden & Ballard agency (AA, Dec. 15).

Several other new officers also were announced today by Freeman Keyes, board chairman of KM&J. Three of them are newcomers to the agency, coming from Donahue



Howard A. Jones



Harry Goldsmith

& Coe, whose Chicago accounts are now being serviced by KM&J (AA, Dec. 1). Elected to the posts indicated were:

Harry B. Goldsmith Jr., from senior vp to exec vp; Lee J. Marshall, from vp to senior vp; Dale G. Mehroff, from account exec to vp, and Richard R. Davis, from chief accountant to comptroller.

The three ex-Donahue & Coe members, all elected vps, are George E. Filippetti, Paul E. Kelly and William L. Lavicka. Also elected a vp was Pierre Marshall, who is rejoining the agency from Bell & Howell, where he has been director of advertising since last February. #



May we offer you \$42,384,867.00 worth of research...free?

Columns upon columns of it... page after page of it! All of it the solid experience of thousands of advertisers — backed by dollars and proved by results.

The evidence is contained in any issue of the Los Angeles Times.

During the past year, national and local advertisers bought \$42,384,867.00 worth of space in The Times — the newspaper that reaches far more Los Angeles homes, delivers far more upper-income families, sells far more products and services, and produces far more sales per advertising dollar.

This is research-in-action. Hard cash invested in the paper that now carries more than half (52.9%) the total advertising lineage, more than half (51.5%) of the total retail lineage in Los Angeles — and more department store and more classified advertising than the other three metropolitan newspapers *combined*. The Times is first in 100 of Media Records' 114 lineage classifications.

Why spend money for a research study that any issue of the Los Angeles Times will give you free: The Times is first by far in sales power in Los Angeles.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York,
Chicago, Detroit, Atlanta and San Francisco

Lynch & Hart Adds Kearney

Lynch & Hart Advertising Co., St. Louis, has been appointed to handle advertising for James R. Kearney Corp., St. Louis, manufacturer of electric utility construction and maintenance equipment. The appointment is effective Jan. 1. French & Shields, St. Louis, is the current agency.

Taylor Retires from McKinney

Douglas Taylor will retire Jan. 1 from the J. P. McKinney & Son division of Gannett Newspapers, New York. The onetime vp of *Printers' Ink* plans to serve the Gannett operation on retainer for special services.

Schneiderman Adds Two

Harry Schneiderman Inc., Chicago, has been appointed to handle advertising for Leewards division of Dexter Thread Mills Inc., Elgin, Ill., and for Champion Products Co., Muskegon Heights, Mich., manufacturer of fishing supplies.



Dorval Mineau Audet Bouchard Robitaille St-Denis Caron Cote Tougas

NEW SLATE—The Publicite-Club de Montreal, a new group aiming at providing facilities for better study and evaluation of the French-Canadian market, has elected its first officers. They are: Jacques Bouchard, advertising manager of La Brasserie Labatt, president; Rene-L. Caron, account exec and office manager, Foster Advertising, 1st vp; Jean Tougas, director of French marketing, E. W. Reynolds Ltd., 2nd

vp, and Miss Mariette Mineau, of the French creative department, J. Walter Thompson Co., secretary-treasurer. Directors are: Guy Dorval, director of advertising for the Provincial Bank of Canada; Paul-A. Audet, Montreal manager, Le Soleil; Georges Robitaille, promotion manager, La Presse; Gerard St-Denis, Walsh Advertising, and J.-Eugene Cote, Ronalds Advertising.

Cole Retires as Director

W. Arthur Cole, for the past 25 years managing director of the Photoengravers Board of Trade of New York, will retire Jan. 1, but will continue to serve the industry as consultant.

DJ Forms Club for Traveling Salesmen

PHILADELPHIA, Dec. 16—A local radio disc jockey found out something about his audience composition last month as a result of a casual suggestion.

Jack Pyle of WIP acknowledged on one of his shows a letter from a traveling salesman who listened to the program in his car. He went on to remark that perhaps a lot of salesmen listen to the show and that they "ought to have a traveling salesman's club."

Ten minutes later the WIP switchboard was jammed with calls from traveling salesmen who heard the show in their cars and thought the idea was great. To rescue the switchboard operators, Mr. Pyle went on the air and asked those interested to write in rather than call.

A heavy mail response began, and a dinner meeting was arranged for the new club. Over 300 reservations were made during the first few days, and the letters topped 700 the week before the meeting.

Meanwhile, Mr. Pyle has set aside a portion of his afternoon show as a Traveling Salesman's Corner. Each day he reads letters from club members.

"The fellows sell everything from soda pop to merry-go-rounds," Mr.

Pyle said. "They represent practically every big company you ever heard of. What seems to have made this thing click is that it's the first time anybody has ever paid any attention to traveling salesmen on radio."

At their gala dinner meeting, the traveling salesmen assumed the club's official name—Pyle-Drivers.

Y&R Adds Simoniz Export; Names Lubow, Rauch

Young & Rubicam, domestic agency for Simoniz Co., Chicago, has been appointed to handle the Simoniz export advertising, effective Jan. 1. Gotham-Vladimir Advertising currently handles Simoniz export.

Oscar Lubow, formerly a merchandising executive at Y&R, New York, has been named a vp and account executive in the agency's contact department. Harry Rauch, a vp and manager of Y&R's tv publicity department, has been assigned to direct the agency's house public relations in addition to his regular duties.

Gudgeon Succeeds Bauer at McCall's; English to 'HB'

William J. Gudgeon, formerly of McCall's Chicago sales staff, has been promoted to manager of the magazine's Cincinnati office, succeeding Fredric Bauer, who resigned last month along with a number of other executives. John English, who resigned as McCall's managing editor at the same time, has joined *House Beautiful* as director of editorial presentation.

David Cummins Adds Labs

David Cummins & Associates, New Brunswick, N. J., has been appointed to handle medical advertising and promotion of Quadracine and Colactin for E. I. Hillard Laboratories, Nutley, N. J.

Miraplas Names Worthing

Ralph E. Worthing, formerly manager of Ketchum, MacLeod & Grove's Columbus, O., office, has joined Miraplas Tile Co., Columbus, in the new position of merchandising manager.

Blanke Joins Iron Fireman

Warren J. Blanke, formerly vp and merchandising director of Beeson-Reichert, Toledo, has been named to the new post of marketing manager of Iron Fireman Mfg. Co., Cleveland.

Old Ads Can Stifle Creativity, Ad Panel Warns

PHILADELPHIA, Dec. 16—Studying past advertising can serve as a guidepost to future ads—but too much reliance on it may sometimes stifle the creative process.

This was the consensus last week of a panel of six agency copywriters at a clinic of the Eastern Industrial Advertisers Assn., Philadelphia chapter of the National Industrial Advertisers Assn.

The study of past advertising "ranks almost equally in importance to the creative factor," said Laurence Rockelein, copy director, Harris D. McKinney Inc. "I do not see how good advertising can be prepared without some kind of look at what has gone before."

"In the process of studying past ads, however," he said, "some conclusions invariably result, some policies on do's and don'ts," and "this is where a large part of the trouble starts. Sometimes creative people, and sometimes even advertisers, tend to take these do's and don'ts as straps on a creative strait jacket. But instead of looking at these policies as rules which limit and confine the creative process, there is much to be gained by regarding them as guideposts to better advertising," Mr. Rockelein said.

Herman Thoenebe, copy chief of Arndt, Preston, Chapin, Lamb & Keen, noted that "most of the readership systems give you little to work with. It is not enough for you and me to know that an ad is good or bad, read or not read. We would like to know exactly which components led to its failure or success. If your television set conks out, you don't junk it. You find the defective part. Rarely is an ad all bad," Mr. Thoenebe said.

"The movement of goods from factory to market," Mr. Thoenebe went on, "is a tremendous job for advertising. While it would be great if all of it were original, the magnitude of the effort requires some dependence upon past techniques."

He was not, however, making a point of mediocrity, he emphasized. "The truth is, that we acquire the knowledge and experience rather slowly, by building on the past and inching into the future. There are spectacular exceptions, but they remain exceptions. On the other hand the really original copy, the stuff that everyone else follows, seems to be woven of virgin wool," Mr. Thoenebe asserted.

Everett Woodard, copy chief of Aitkin-Kynett, observed that "knowledge of past advertising is valuable, even indispensable. But it should not be the sole approach," with the exclusion of originality and experimentation.

James Sellers, N. W. Ayer & Son, emphasized that the "offer" or the central idea comes first, and the technique of presenting it is second. And it is the offer that "may help you decide whether the technique should be a time-proved or a brand-new one."

Francis Gowen, Lewis & Gilman, concluded that "the more technical an ad is, the more important it is to study past ad performance. Many ideas for copy, and even layout, are suggested by the client because of his superior knowledge of the technical subject matter in some industrial advertising. In any case, a careful study of the company's past advertising and marketing efforts is certainly essential," he said. #

CRITICAL READERS LISTENERS, VIEWERS

think up claims that your agency, clients or personnel have committed

LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.

BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, Chicago, San Francisco,
107 William 175 W. 100 Bush
St. Jackson St.

SERVICE typographers, inc.
723 South Wells Street • HArrison 7-8560

BUY A KING-SIZE MARKET

EL PASO CAPITAL CITY OF *The Fabulous Southwest*

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Certainly — It's Merry Christmas In El Paso

We are winding up the year with the largest circulation in our history and total advertising linage for 1958 will be greater than 1957.

MERRY CHRISTMAS, EVERYONE

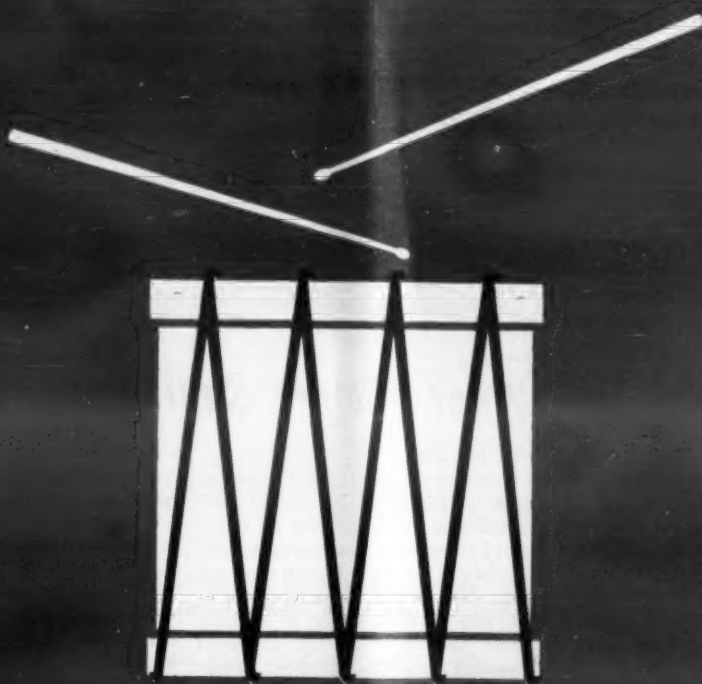
The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

Evokes

New Yorker readers are the kind of people who set trends. Many advertisers announce* new products exclusively in The New Yorker and that helps them attain national sales success.

*The New Yorker sells the things other people follow



THE
NEW YORKER

New York, Chicago, San Francisco, Los Angeles, Boston, London

The Editorial Viewpoint . . .

A Break in the Forward March

While all the figures won't be collected for a couple of months, it seems clear now that the advertising business as a whole will wind up 1958 off a modest amount—perhaps two or three percentage points—from 1957, a record year.

This will be the first year since the end of World War II in which total advertising volume has not exceeded the previous year and set a new record.

Although some phases of the advertising business have been hit rather substantially this year, it is still amazing that promotional volume has held up so well, and it is encouraging that, almost without exception, advertisers, agencies and media all look forward to resuming the record-breaking pace of recent years in 1959.

Barring some major catastrophe, there can be no doubt that total advertising volume will continue upward for many years to come, not only in tune with the growth of the economy as a whole, but at a more accelerated rate. It will take more advertising to create the wants and desires which the economy will need to keep moving upward.

So volume of advertising is almost certain to continue moving up. But therein lies the great challenge to advertising people. Because as volume moves upward, effectiveness is likely to move downward, unless more purposeful, more attractive and more compelling advertising is produced. The bigger the crowd, the harder it is for anyone or anything to stand out. And the crowd of advertising clamoring for attention promises to get bigger year by year.

Why Not The Mayers Co.?

Henry Mayers, Los Angeles advertising agency founder, has demonstrated any number of times that he does his own thinking, and is no blind devotee of conventionalism.

Not too long ago, Mr. Mayers spent a fair amount of his own money to run advertising urging other admen to get behind the activities of the U.S. Information Agency. Not too long ago, also, he un-merged The Mayers Co. from Cunningham & Walsh, with which he had entered a trial marriage a year or so earlier.

Now Mr. Mayers has again taken a somewhat unconventional step. He has arranged for each of four executives of The Mayers Co. to acquire 20% of the agency's stock, while he retains the remaining 20% and the presidency of the agency. But on Jan. 1 his name will disappear from the agency he founded 30 years ago, and a new name—Davis, Johnson, Andersen & Colombatto Inc.—will appear on the door.

Asked why his name is disappearing from the agency door, Mr. Mayers said he thought "four names are all the company can stand," and added that his name will become less and less important as time goes on and he becomes less active, while the four younger men take over more and more of the operation. In a letter to clients announcing the change, Mr. Mayers said: "My four associates have been largely responsible for day-to-day service of all local clients. Transference of major ownership to them is in line with what I believe to be the soundest policy for an agency of our size. It places all agency management decisions in the hands of the same men to whom our clients look for guidance and service."

We applaud Mr. Mayers' decision—except for one thing. We wish he had left the agency's name alone. Not only is The Mayers Co. a lot

Gladys: the beautiful receptionist



"The trouble with this place is that all the rumors you hear about it are true."

easier to say and remember than Davis, Johnson, Andersen & Colombatto, but we are convinced that the move toward changing an agency name every time one of the principals changes has been carried too far. One of the things advertising agencies need greatly is more evidence of permanence and stability, and one of the minor but not unimportant ways to help achieve such a state of affairs is to maintain continuity of company names.

To change the company name every time one of the principals changes leads—in the advertising agency business at least—to continual changes in company names, with the result that it is difficult to remember many of them, and the general impression created is that few agencies are more than six months old, and few stay in business without some sort of major upheaval every year or so.

The big agencies have generally kept the names of their founders, even when those founders have retired, died, or moved elsewhere in the advertising business, and it is these companies which have contributed whatever aura of stability there is in the advertising agency business.

When new agencies are set up—or when the policies of existing agencies change sharply—then new names may be called for on the office door. But otherwise we'd like to see more thought given to maintaining the names that are familiar and recognizable.

What They're Saying . . .

All for One

I want to urge each of you to look at the broad picture of governmental influence over all phases of advertising, including broadcasting. How many of you over the past few weeks have written to anyone in Washington to register your opposition to the proposed regulations on the outdoor advertising industry in relation to the new federal highway program?

As you know, the magazine people have registered their position which is opposed to this governmental regulation. Many newspapers have similarly registered their views.

I feel that anything that hurts the advertising business hurts you, and my sole purpose in raising the question is to encourage you to be active in the preservation of our advertising and marketing freedoms.

—Jerome R. Fenner, vp, Cunningham & Walsh, New York, in a talk before the National Assn. of Broadcasters in Boston.

Three Cups a Day

The president of a large firm unexpectedly walked into one of the company offices recently and found, although it was shortly after 10 a.m., the place empty except for one stenographer. The staff happily wandered in a few minutes later—a few of the 28,000,000 Americans who had enjoyed a workaday

custom, the coffee break.

The morning coffee break remains the more popular of the two usual periods—51% of the breakers participate in the morning session. Sixteen per cent go for an afternoon cup, and 39% sip on both occasions. This activity adds up to about three cups a day—a cup and one-half on an average, morning and afternoon.

—Cynthia Lowry, Associated Press Newsfeatures.

Run a New Ad

Identity is what your involving advertising gives to people. It recognizes they exist and enables them to converse with you. That's why it's better if you don't run the same ad twice. No matter what readership studies say. Having said something as interestingly as you can, you can then expect the other party to make a response. So the next time, run a new ad; develop the dialog. It makes the conversation much more interesting. And rewarding.

—Howard Gossage, Weiner & Gossage, San Francisco, speaking to the Kansas City Round Table.

Thinkers Aren't Vulnerable

People who think for themselves aren't vulnerable to snob-appeal commercials addressed to "people who think for themselves."

—Editorial page comment in the Post, Bridgeport, Conn.

Rough Proofs

Top agency executives are re-writing Hamlet and paraphrasing the soliloquy as they murmur abstractedly, "To merge or not to merge, that is the question."

VanSant, Dugdale beat the recession by calling on a lot of prospects and asking for their business. Some of them said yes.

"Men will still be wearing 1958 suits," was Leo Burnett's 1987 prognostication for the time capsule placed in *Look's* new building.

And in 1987 the men's wear industry will still be trying to introduce a little obsolescence into the style picture.

Red 32, employed by the Florida citrus industry to give its products the expected color, may have to be given up.

Consumers will be wondering where the yellow went.

The meaning of jeweled watches hasn't been clearly understood by the public, the researchers have found. Most people thought they were the kind of timepiece you had to buy from the jeweler.

After delivering daily Ford commercials for several weeks during the introductory season, Arthur Godfrey reversed his field and declared in a free plug on his radio show that the 1959 Chevrolet is the world's finest automobile, bar none.

Joseph Kolodny, who represents the tobacco distributors, refers bitterly to the "unconscionable vilification" cigarets have been subjected to.

The net result has been more filters, more advertising and more sales.

The American Heritage Foundation has given awards to the chairmen of the national committees of both political parties for "courageous leadership" in supporting the "Give a Buck" campaign.

Usually it doesn't take much courage for a politician to accept a campaign contribution.

Kenneth L. Skillin, of Armour & Co., says, "I think it is silly to pay national rates for advertising when you can get cheaper rates."

Any debate?

It is to be hoped that the *Harvard Crimson* staffers who distributed 10,000 copies of their paper to newspaperless readers in New York enjoyed their weekend in the big city.

George Abrams, of Revlon, who wants an audit bureau for television, complains it's too bad "the seeker of truth is harpooned, lampooned and editorialized against."

Philosophers from Socrates to the present will agree.

COPY CUB.

Advertising Age

Trade Mark Registered

THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 480 Lexington Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. John Crichton, editor. Jarlath J. Graham, managing editor. Don Morris, assistant managing editor.

Senior editors: Washington—Stanley E. Cohen, New York—James V. O'Gara (in charge), Maurine Christopher (broadcast), Milton Moskowitz (international). Chicago—Emily C. Hall (features), Murray E. Crain, Merle Kingman.

Associates: New York—Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins. Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Betty Cochran, Lawrence E. Doherty.

F. J. Fanning, editorial production. Elizabeth G. Carlson, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; William Hans, assistant manager; E. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candis, David J. Cleary Jr., Louis DeMarco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston. Chicago: E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett. Los Angeles: (Simpson-Reilly Ltd.) Walter S. Reilly, James Marsh, Roy Margrave. San Francisco: (Simpson-Reilly Ltd.) Wayne Steops. Portland: (Frank J. McHugh Co.) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co.) Thomas A. Knowles.

25 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Elsewhere \$4 a year extra. Four weeks' notice required for change of address. Myron A. Harfenfeld, circulation director.

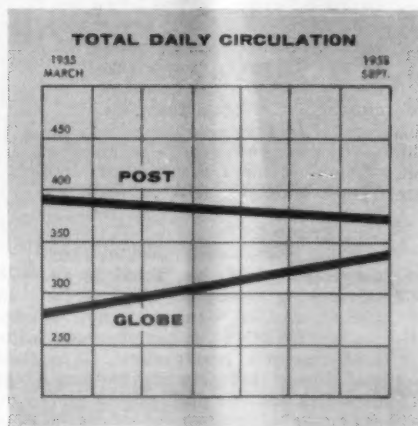
NOW

St. Louis looks to the GLOBE-DEMOCRAT for Leadership



NEWS-EDITORIAL LEADERSHIP

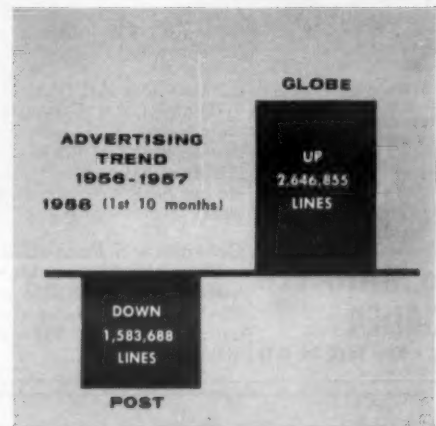
In just three years since the new management came to The Globe, a lot has happened! For one thing, The Globe has made a powerful new IMPACT on St. Louis... based on the idea that *responsibility for community leadership* is just as important as sound reporting of national and international affairs! This concept culminated in The Globe-Democrat winning the coveted Inland Daily Press Award for outstanding community service for 1958, which included leadership in more than 20 major campaigns, among them a free bridge across the Mississippi, substantial traffic reforms, passage of a constitutional amendment for the state to draw interest on idle state funds, raising of \$102,000 for the purchase of a heart-lung machine, a campaign resulting in substantially improved air line service, and a series on the problems of the



railroads which aroused national concern over their plight. For these and many other crusades, The Globe-Democrat is known as THE paper fighting FOR St. Louis.

CIRCULATION GAINS

The Globe's powerful new News-Editorial impact has caught the public eye... and circulation gains show it! For example, last year The Globe-Democrat gained more new readers than any other "unmerged" paper in the country. And over the past three years Globe circulation has gone up by over 44,000, while Post-Dispatch circulation decreased over 17,000 (ABC)! These big circulation gains have occurred throughout the *entire* St. Louis market—not just inside St. Louis itself. For example, The Globe now is circulation leader in 63 of the 82 biggest urban communities just outside the metropolitan area—including the 17 largest!



ADVERTISING GAINS

National and local advertisers have been quick to notice what The Globe's new impact adds up to. For example, last year The Globe gained more new advertising lineage than any other paper in the country's 30 biggest markets—in virtually all categories of advertising! From January 1, 1956, through October 31, 1958, Globe lineage has increased 2,646,855 lines... and during this same period the Post-Dispatch has shown a loss of 1,583,688 lines (Media Records). In just three years of hard-hitting effort, the Post's original lead over The Globe-Democrat has been whittled to almost half!

What does The Globe's new IMPACT add up to... in terms of READER-BUYERS? More people are reading The Globe than ever before; more advertisers are using it than ever before; St. Louisans *now* look to The Globe-Democrat for leadership... and get it!

Represented nationally by Moloney, Regan and Schmitt

St. Louis Globe-Democrat.

Nets Shuffle Daytime Shows

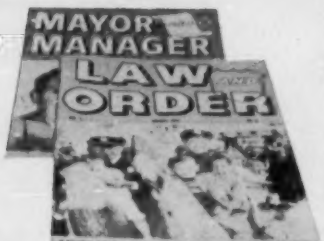
NEW YORK, Dec. 18—The already brisk competition in daytime tv may get even brisker as the networks begin shifting their players around.

Two shows in ABC-TV's original Operation Daybreak lineup have been dropped. "Musical Bingo" has come in to replace the match-making series, "Chance for Romance," and "Mother's Day" will fade soon to make way for "Play Your Hunch."

The latter program is leaving CBS-TV in the wake of schedule revisions there. Arthur Godfrey is switching to an earlier time period, and "I Love Lucy," the perennial re-run favorite, will come in as a daytime strip starting Jan. 5 in the 11 a.m., EST, spot.

MEET THE MUNICIPAL MARKET

These mayors and city managers, 7,500 strong from coast to coast, are heavy spenders in the municipal market. Your sales message in their quarterly magazine can help them make better investments of public funds. Give them your facts and figures!



This monthly textbook on law enforcement commands the respect and attention of more police chiefs and executives everywhere. Its focused issues can spotlight your products and services for this field and help you make volume sales. Five year success record. 11,325 audited circulation!



MAYOR and MANAGER LAW and ORDER

72 West 45th Street • New York 36, N.Y.

At NBC-TV, where the giveaways still take up most of the daylight hours, a soap opera called "Today Is Ours" gradually will be transformed into "Young Dr. Malone"; the young doctor will be introduced into the old show and eventually will take over center stage.

The round of nighttime shifts continues. "Keep Talking" (Lorillard and Lever) will go off the air early in January. This Columbia nighttime period will be filled by a returning private eye called Richard Diamond. On Jan. 10, Lever Bros. takes over alternate weeks on the "Gale Storm Show." Specials are making news for NBC-TV. The much lauded Fred Astaire program will be repeated Jan. 28 at 10 p. m., EST. Chrysler Corp. repeats as sponsor for the presentation of this taped version of the show.

This network is in the process of putting "The Moon & Sixpence" on tape. The 90-minute special, which will be highlighted by the American tv debut of Laurence Olivier, will hit the airwaves after the network has found a sponsor.

ABC-TV has sold Bing Crosby's Jan. 18 golf tournament to Oldsmobile. Viewers will get to see an hour and a half of the finals of this West Coast charity event, which will be staged at Pebble Beach. *

Millions See Ad Council Film

More than 4,750,000 persons saw an Advertising Council "anti-recession" commercial on the nation's theater screens during the summer, according to Theatre-Screen Advertising Bureau. Prints of the film, "Confidence in a Growing America," were distributed with regular commercials to 1,055 conventional theaters and 323 drive-ins. The films were shown for one week in each theater.

Berkol Gets Ad Post

Roland J. Berkol has been named advertising and public relations manager of the Jones & Laughlin stainless and strip division, Detroit. He has been with the division since 1954.

Greenhaw & Rush Adds Two

Greenhaw & Rush, Memphis, has been named to handle advertising for Shepard Elevator Co., Cincinnati, and Welsh Plywood Corp., Memphis.



SALE-OR GIRL—RCA Victor albums of the music from "South Pacific" are featured in this "sailor girl" display stand produced by Hinde & Dauch, Sandusky, O.

Van Brunt Adds Media Promotion Agency on Jan. 1

NEW YORK, Dec. 16—Media Promotion Organization Inc., which has been operating for the past ten years as a specialized advertising and promotion agency for media, will become a division of Van Brunt & Co. Jan. 1. The latter was organized as a general advertising agency last January by Albert Van Brunt, former vp and member of the executive plans board of Buchanan & Co. (AA, Dec. 23, '57).

MPO has been operated by Edwin Van Brunt, who is also exec vp and creative director of Van Brunt & Co. He will continue as president of the MPO division of Van Brunt & Co.

Since it was established in January, 1948, MPO has acted as an advertising agency for some of its clients, and as a sales promotion counsel for others. It has also handled research, presentation, films and direct mail. Its clients have included business publications and consumer magazines.

"The MPO division," Edwin Van Brunt said, "will continue to specialize in media promotion—to plan, create and produce advertising designed to sell advertising. But with the increasing importance of creative marketing in general consumer and industrial advertising," he says, "it was felt to be logical for MPO to put its knowledge of media and industries to work for other accounts.

"One example of this," he says, "is Van Brunt & Co.'s international connections. The agency is the U.S. member of European Advertising Network, a cooperating group of 16 agencies in Europe with additional connections soon to be established in Japan and Latin

Information for Advertisers

KLAC, Los Angeles, is now distributing "Profile of the Southern California Buying Market," a survey of adults, made by John B. Knight Co. The survey was made to establish a profile of "buying-age-only" families with respect to radio program preferences, radio ownership and use while driving and the effect of non-buying teenagers upon present telephone rating systems. Accredited advertising agencies will be sent copies of the survey upon request.

A. C. Nielsen Co. has issued "Planning Your Marketing Operations for 1959 . . . and the Years Ahead," a booklet adapted from a talk given by J. O. Peckham, Nielsen vp, to the 50th annual meeting of the Grocery Manufacturers of America. The material covers trends of U.S. grocery store sales as related to various gain and loss factors in the competitive brand situation. These trends are affected in part by the growing number of larger stores where sales of hundreds of private brands have been taking hold more heavily during recent years. However, consumers still buy more of the relatively few major advertised brands by a ratio of three to one over the minor brands. Copies are available free on request to J. O. Peckham, A. C. Nielsen Co., 2101 Howard St., Chicago 45.

Two new Minnesota surveys have recently been released by the Minneapolis Star & Tribune: The annual Minnesota "Homemaker Survey No. 11" of products on hand

and in use in Minnesota and Hennepin county (Minneapolis) homes and the "Mr. Minnesota Survey" of more than 1,000,000 Minnesota adult men. Inquiries stating specific product interest should be addressed to William A. Cordingley, national advertising manager, Minneapolis Star & Tribune, Minneapolis 15.

A 1958-59 "Survey & Directory" of the meat packing industry in the 11 far western states and Hawaii has been published by Span Publishing Co., Keystone Bldg., Mill Valley, Cal., publisher of *Western Meat Industry*. The new directory lists 1,500 meat packers and processors in the West by state, company name and address and type of operation. The survey includes statistics on western livestock slaughter and meat production trends. First published as a special section of the November, 1958, issue of *Western Meat Industry*, copies of the 24-page survey and directory are available separately at \$2.

The second in a series of studies surveying the nationwide apparel buying habits of college students has been released by *Playboy*. Reporting the results of a coast-to-coast poll, conducted by the magazine's college bureau, of the leading stores catering to the campus trade, it covers "Suits, Slacks and Sportcoats Sales to College Men." Copies of this report may be received by writing to *Playboy* College Bureau, 232 E. Ohio St., Chicago 11. *

America. International advertising sales offer a new growth opportunity for American publishers, and we are in a position right now to give our clients advertising help in overseas markets."

The two companies have been sharing quarters at 230 Park Ave. since the establishment of the general agency early this year. *

Noble-Dury Promotes Jacobs

Richard H. Jacobs has been promoted to manager of the Memphis office of Noble-Dury & Associates, Nashville agency. He succeeds James R. Steward, who has resigned to manage his own motel in Bowling Green, Va. Leslie A. Smith, formerly a sales representative of Rodney Baber & Co., Memphis, has been named assistant account executive in the Memphis office.

Morgan-Jones Appoints BBDO

Morgan-Jones, New York, manufacturer of bedspreads, dish towels and piece goods, has appointed Batten, Barton, Durstine & Osborn, New York, to handle its advertising. The account bills in the neighborhood of \$200,000. Arndt, Preston, Chapin, Lamb & Keen is the previous agency.

Two to Sponsor Basketball

American Tobacco Co. and Standard Oil (Indiana) will spon-

sor 13 Big Ten basketball games this winter on about 40 radio and tv stations in 11 midwestern states lined up by Sports Network Inc., New York. The games will be played every Saturday afternoon from Dec. 13 through March 7.

Gourlain-Loeff Adds Clarin

Gourlain-Loeff, Chicago, has been appointed to handle advertising and public relations for Clarin Mfg. Co., manufacturer of steel folding chairs. School, church, other institutional publications and business magazines will be used in a 1959 campaign.

Stanfield, Johnson Boosts 4

Stanfield, Johnson & Hill, Montreal, has promoted four of its executives to vps. They are Alan Slayton, creative director; R. H. Geary and R. W. Matthews, senior account supervisors, and Paul Schlachter, production services coordinator.

Serta to Guerin, Johnstone

Serta of Los Angeles, division of Superior Bedding Co., has named Guerin, Johnstone, Jeffries, Los Angeles, to handle Southern California advertising in all media. Tatham-Laird handles national advertising for Serta Associates Inc., Chicago.

Niel Joins SoundScriber

Eugene J. Niel, formerly copy-contact director of American Optical Co., has joined SoundScriber Corp., New Haven, Conn., as advertising manager. Mr. Niel will also be responsible for SoundScriber sales promotion, publicity and public relations.

Maurice Mullay Gains One

Hydraulic Press Mfg. Co., Mt. Gilead, O., a division of Koehring Co., Milwaukee, has appointed Maurice Mullay Inc., Columbus, O., to handle its advertising. The account was previously handled by Jay H. Maish Co., Marion, O.

SPREADING THE NEWS

SINCE 1922



(America's First Engraver)

by DAY
and
NIGHT

REVERE PHOTOENGRAVING CO.

Wabash 2-8816

712 FEDERAL STREET • CHICAGO 5, ILLINOIS

effective with the October 1958 issue

FLOW

changed its name to

Material Handling Engineering

AN INDUSTRIAL PUBLISHING CORPORATION MAGAZINE

812 HURON ROAD • CLEVELAND 15, OHIO



THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

This is the new and the exciting—rooted in the strong tradition of experience and know-how. This is the new lighting system making Christmas brighter than ever on Chicago's State Street—where great things have been happening for nearly a century.

Ninety years before the concept of the planned shopping center was born, Marshall Field I and Potter Palmer moved Chicago's scattered shopping areas into a single, planned, integrated shopping center. State Street was far ahead of its time, forward-looking, aggressive. It still is.

State Street demonstrates the Chicago pattern. So does the Chicago Sun-Times. Here too, the new and the exciting are firmly rooted in the tradition of a city long famous for its journalistic genius. Newspapering in Chicago has always been a bold undertaking. It has to be just to survive. The Sun-Times, entering this challenging arena only 10 years ago, has found the courage and the means to build to dominance in it.

As Christmas comes State Street's great stores bulge with customers who thrill to colorful merchandise and decorations. The pages of the Sun-Times bulge too with their advertising stories and institutional color. Even our new plant and press facilities are being tested to the limit of capacity. But, we like it that way, and apparently, so does Chicago—and the Midwest.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!



Ninth in a series

Cereal Institute, ADA Set Spring, Breakfast Weeks

The Cereal Institute and the American Dairy Assn., both Chicago, have set April as Cereal and Milk Spring Festival month with a "Peak-Up" week, April 5-11, and a National Better Breakfast Month in September with the peak the week of Sept. 6-12. This will be the sixth year for the spring festival, the ninth for the breakfast promotion. The Cereal Institute handles the educational and professional promotions; ADA handles the consumer push.

Small Business Surveys Set

A new market research service

tailored for small businesses has been launched by Mid-Continent Surveys, Minneapolis. The service includes consultation to determine marketing problems and recommendation of courses of action. In many cases, small companies which have professional guidance can use their own facilities or available statistics to solve marketing problems, Mid-Continent said.

Shirt Co. Buys Store Chain

Phillips-Van Heusen Corp., New York, has purchased controlling interest in Kennedy's Inc., a 15-store men's clothing chain headquartered in Boston.

Idea Home Push Gave Builders 3,000 Leads, 'BH&G' Says

DES MOINES, Dec. 16—Better Homes & Gardens said its 1958 Idea Home promotion last fall resulted in 440 homes sold and more than 3,000 leads for builders.

More than 1,500,000 people visited 112 Idea Homes throughout the U. S. and Canada during the promotion. The magazine said 98 builders were contracted to erect any or all of six model homes selected by BH&G and presented in its September issue.

The promotion is designed to aid builders, building suppliers, manufacturers and home furnishers. Names of builders and suppliers were listed in the September issue of BH&G. Promotional aids for local advertising were also supplied by the magazine.

Better Homes & Gardens said an estimated \$435,000 was spent by cooperating companies on local advertising for the Idea Homes this year.

Plans for the 1959 promotion will be released by the magazine Jan. 18 at a dinner preceding the National Assn. of Home Builders convention in Chicago. #

Jackson, Haerr Adds Accounts

Jackson, Haerr, Peterson & Hall, Peoria, Ill., has been named to handle advertising for Georgia Farm Bureau Mutual Insurance Co., Macon, and the Montana division of Wyoming Farm Bureau Mutual Insurance Co., Helena. This brings to 22 the number of individual Farm Bureau insurance companies handled by Jackson, Haerr, plus the national advertising for the National Farm Bureau Insurance group. The group will have an approximate ad budget of \$75,000 in 1959.

BBDO Boosts Three

John G. Hoagland, W. Donald Mix and Charles Russell have been elected vps of Batten, Barton, Durstine & Osborn. Mr. Hoagland is tv group supervisor for Lever Bros., Bristol-Myers, Minnesota Mining & Mfg. and General Time Corp. accounts. Mr. Mix is a copy group head and member of BBDO's awards committee. Mr. Russell is director of radio and tv in the agency's San Francisco office.

Besly Names Waldie & Briggs

Besly-Welles Corp., South Beloit, Ill., has moved advertising of its machine tools and abrasives from Stoetzel & Associates, Chicago, to Waldie & Briggs. The account reportedly bills in the neighborhood of \$100,000.

Getting Personal

Nick Benton, ad promotion manager of Architectural Forum by day, is co-producer of an off-Broadway hit by night. The play is the British musical comedy, "Salad Days," which has been playing to capacity audiences at the Barbizon-Plaza Theater in New York. His "incurable case of footlight fever" dates back to his participation in a kindergarten skit when he was five; his professional status, however, dates back only two years ago when he formed a producing team with Stan Flink, ex-Life staffer who most recently was associate producer of NBC-TV's "Wonderful Town." Another Flink enterprise is a book-in-the-works on the tv industry, due to be published by Simon & Schuster next spring. . .



THE CHAMP—Marion Harper Jr. (the hatless gent in the center), head of McCann-Erickson, poses with fellow livestock breeders and his Aberdeen Angus bull, Dor-Mac's Bardolieremere 100, which was acclaimed the International Grand Champion at the International Livestock Show in Chicago. The bull was bred on Mr. Harper's Sugarloaf Farms in Staunton, Va.

Murray Thomas, media director of Anderson & Cairns, finds he is being solicited not only by media representatives but football talent scouts, as well, these days. His son, Jim, a senior at Stepinac High School, is being acclaimed as "one of the best backs in Westchester schoolboy history." So far, 15 colleges, including West Point and Annapolis, have made overtures. . .

Charlie Lord, ad director of the Indianapolis Star & News, and prexy of the Newspaper Advertising Executives Assn., is at home recovering from a major heart operation. . . Tom Hughes, retiring after 13 years as Minneapolis salesman for Parade, was feted Dec. 4 at a cocktail gala at the Minneapolis Athletic Club. . .

You think you had trouble (first in a series of ulcerating experiences) . . . Dictaphone Co., upset at editorial comments in Fortune about its dictating machine, called in that mag's spaceman and pointedly invited him to test the machine. Facing a glowering group of clients, the spaceman dictated: "A letter to Mr. Henry Luce, Time-Life, Rockefeller Center, New York. Dear Mr. Luce—For Pete's sake, get over here in a hurry and put this fire out." That broke up the clients and everything turned out okay. . .



HONORED—Leonard H. Goldenson (left), president of ABC-Paramount Theaters, presents a plaque to Lewis Gruber, head of P. Lorillard Co., honor guest at the annual dinner of the Federation of Jewish Philanthropies in New York. The second plaque was accepted by Lee H. Bristol Jr. (second from right), in place of his father, head of Bristol-Myers Co., who was ill. Harry B. Cohen, of Cohen & Aleshire, right, was chairman of the event.

Grey Advertising, 47 strong, held its annual agency retreat in Atlantic City this month, going to the seashore via (what else?) Greyhound bus (client). . . For a year now, Carlo Vittorini, Saturday Evening Post salesman, has been kidding his wife Alice about the booby prize (a Polaroid Land camera) she won on "The Price Is Right." The evening of Dec. 9, however, when Carlo made his tv debut on "To Tell the Truth," his booty was but \$50—considerably less than the cost of a Polaroid, as Alice was quick to point out. "I keep pretty quiet around the house these days," he admits. . . Michael J. Foster, vp of press information at ABC, was married Dec. 5 to Barbara Marcus. . . Thomas D'Arcy Brophy, former head of K&E, is the new head of the advisory council of the Syracuse University school of journalism. . .

Erik

Described by a countryman as a man "who evidently knows the difficult art of associating with Americans", Erik A. Ohlsson is a cultivated, cosmopolitan, aggressive marketing man. January 1, he becomes the European Representative of Anderson & Cairns upon his retirement as President of Facit, Inc. As a general business consultant, operating out of Stockholm, Erik will advise European advertisers on the ways and means of the American market which he came to know well in eight years as head of Sweden's Facit Calculator organization in the United States, a market which he regards as "murderous but fascinating". Master of six languages, internationally-traveled, Erik will represent A&C in the servicing of clients whose 20-odd products originate in ten European countries.

Erik A. Ohlsson reflects the prevailing respect among Continental exporters for good taste with impact in advertising, what we at A&C call, "The Quality Image That Sells". If you'd like to get your full share of American purchasing power, put in a call to Jack Cairns at Murray Hill 8-5800 or next time you are abroad call Erik A. Ohlsson, European Representative of Anderson & Cairns, at Engelbrektsgatan in Stockholm, Sweden—Telephone 21 97 86.

ANDERSON & CAIRNS, INC.

Advertising of Distinction

130 East 59th Street • New York 22, N. Y.



your key to a
BIG AUTO MARKET

93.9% of all ELKS Magazine households own one or more automobiles. 29.2% bought new cars in the last 12 months. These percentages are exceeded by only 2 of the 55 magazines in the latest Starch Consumer Magazine Report.

A high percentage of car ownership . . . a high median income of \$6,798 . . . these make 1,280,998 Elks a leading mass market for auto sales.

You can best sell this key auto market by advertising autos and automotive products in The ELKS Magazine.

More information? Write for a copy of our booklet, "The Elks Market"

THE ELKS MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
380 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

The Washington Post and Times Herald

now has 435,225 Sunday circulation

and 390,104 daily circulation.

This is 50% more circulation

daily and Sunday

than any other Washington paper.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Department Store Sales . . .

Sales Climb 3% in Dec. 13 Week

WASHINGTON, Dec. 18—Department store sales across the U.S. during the week ended Dec. 13 rose 3% above sales for the similar week of 1957, the Federal Reserve Board reported today.

For the four weeks ending at that time sales were also 3% ahead of the previous year and for the year to date there was no change.

Of the 12 FRB districts, two—Richmond and Chicago—reported no change for the week compared with last year; the remaining districts reported gains as follows: Boston, 6%; New York, 5%; Philadelphia, 3%; Cleveland, 1%; Atlanta, 1%; St. Louis, 2%; Minneapolis, 2%; Kansas City, 4%; Dallas, 2%, and San Francisco, 2%.

Detailed breakdown of these figures are not available until later. For the prior two weeks, sales figures were as follows:

Table with columns: Federal Reserve District, Area, and City; % Change from '57; Week Ending Nov. '58; Dec. '58. Includes data for United States, Boston, New York, Philadelphia, Cleveland, Richmond, Atlanta, Chicago, St. Louis, Minneapolis, Kansas City, and Joplin.

Table listing cities and their percentage changes: Westside Los Angeles (+7), Sacramento (+12), San Diego (+10), San Francisco-Oakland (+2), San Francisco City Center (0), Oakland (-1), San Jose (+8), Portland (+12), Salt Lake City (-1), Seattle (+10), Spokane (+6), Tacoma (+14), Dallas District (0), Dallas Metropolitan Areas (-2), El Paso (+4), Fort Worth (+3), Houston (-4), San Antonio (+4), San Francisco District (+6), Los Angeles-Long Beach (+6), Downtown Los Angeles (-2).

Greyhound Rent-A-Car to Drop Daily Car Rental Business

Chicago, will get out of the drive-it-yourself daily car rental business but will continue to lease cars and trucks on a long-term basis. The company currently is negotiating to sell its daily rental operation.

Greyhound, a subsidiary of Greyhound Corp., entered the car and truck renting and leasing business two years ago. The company said the daily car rental end of the business did not live up to expectations and accounted for only one-

fifth of the subsidiary's total volume.

Allied Chemical Boosts White

Robert K. White, formerly marketing manager for Plaskon plastics and resins in the plastics and coal chemicals division of Allied Chemical Corp., New York, has been appointed to the new post of assistant director of advertising of Allied Chemical. He will serve under Michael P. Ryan, director of advertising.



Cohen Drops 'SEP' Suit

Mickey Cohen, subject of a *Saturday Evening Post* series called, "Mickey Cohen: The Private Life of a Hood," has dropped his \$1,000,000 libel suit against Curtis Publishing Co. and *The Saturday Evening Post*. Mr. Cohen flew back to Los Angeles from Philadelphia a day before he was to be examined by Curtis attorneys. In a statement released by his attorneys, Mr. Cohen said the suit was withdrawn because of nationwide "harass-

ment" by law enforcement agencies.

'Contact' Appears on Coast

Contact, "The San Francisco Journal of New Writing, Art & Ideas," has been launched as a quarterly. William H. Ryan, 751 Bridgeway, Sausalito, Cal., is the publisher. Ad rates are \$350 per page. Mr. Ryan says the publication has already achieved a circulation of 10,000 through sales in bookstores and expects to have a

circulation of 100,000.

McCann Elects Two VPs

Wade Chapman and John M. Tyson Jr. have been elected vps of McCann-Erickson, Chicago. Mr. Tyson heads the Helene Curtis group, and Mr. Chapman is a group supervisor on the Swift account.

Pioneer Savings to D&C

Pioneer Savings & Loan Assn. of Los Angeles has named Dona-

hue & Coe, Los Angeles, its agency, effective Jan. 1. The association operates six offices in the Los Angeles area. The advertising-promotion budget for 1959 is \$200,000.

Terney Joins Lando Agency

John R. Terney Jr. has been appointed an assistant account manager in the Erie, Pa., office of Lando Advertising Agency. He previously was the advertising manager of Fostoria Glass Co., Moundsville, W.Va.

Multi-Pack Units Outsell Single Food Items, Kanter Says

CHICAGO, Dec. 17—An extensive survey by *Food Topics* has disclosed that selling grocery products in multi-pack units boosts sales and cuts labor costs, Len Kanter, editor of the magazine, said here last night.

In a talk to the Merchandising Executives Club of Chicago, Mr. Kanter pointed out that 54.4% of all canned and bottled food products in the 10 test categories, sold during the 12-week study, were sold in multi-packs. 45.6% of the total volume of the 10 food products sold was "loose," he said.

The tests were conducted for six weeks in a Detroit grocery chain and for the same length of time in a Rockland, Mass., chain, he said. The customer was given no price incentive for buying multi-packs. All of the products in the test were nationally advertised brands and included two kinds of peas, two brands of apple sauce, two kinds of soup, corn, fruit cocktail, carrots and peaches.

■ Advertising and displays proved to be important factors in the study. Among products, both loose and in multi-packs, which were both advertised and displayed, products sold in multi-packs accounted for 25% of the total sales volume, as compared with 19.3% for canned goods sold "loose."

Among products displayed only, multi-pack units accounted for 18.3% of the total sales volume as compared with 14.4% for "loose" goods. When the products were not advertised or displayed, "loose" goods had 11.9% of overall total sales volume, as compared with 11.1% for multi-pack units, he said.

Mr. Kanter reported that in a survey of 487 women taken outside of the stores, 67% had multi-pack units in their shopping bags. Of this 67%, 84% expressed a definite desire for and appreciation of multiple packaging.

■ A total of 93% of the women who had bought multi-pack units said they did not remember what they had paid for them. Of this total, 81% said they thought they had bought the product at a saving, and 43% said they had bought the multi-unit carton with thoughts of immediate use and for pantry storage, Mr. Kanter said.

He added that both chains had reported considerable time and labor saved in the building of displays and pricing of products when multi-pack units were involved. #

Court Rules Martindell May Buy 'Who's Who' Control

The Illinois supreme court has ruled that Jackson Martindell, president and director of the American Institute of Management, has the right to purchase 67% of the stock and debentures of Marquis-Who's Who Inc., Chicago, publisher of "Who's Who in America" and companion volumes. The decision reversed a decision of the first district appellate court and affirmed a decision of the Cook County circuit court.

The dispute developed from a 1952 contract between Mr. Martindell and the late Wheeler Sammons Sr., then owner of the company, involving a \$125,000 loan to the company by Mr. Martindell. Mr. Martindell contended that under the agreement he had received an option to buy 67% of the stock. Marquis-Who's Who has just issued the first edition of a new biennial publication, "Who's Who of American Women," a 1,480 page volume containing brief histories of nearly 20,000 women,

Key to an exclusive franchise for 420,000 women...

They're a big market in any media man's language . . . the 420,000 adult women with money in their hands and buying on their minds who read *The Daily Inquirer* . . . and "pay no heed" to the evening paper. These 420,000 *exclusive* readers are only part of the 632,000 ladies who read *The Daily Inquirer* . . . and read it with all-inclusive appetites for all the wares in the busy, bustling stores of Delaware Valley, U.S.A.

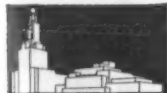
420,000 *exclusive* women adults . . . 632,000 adult women readers . . . 1,352,000 total audience.

What a total audience for everything you market! What an exclusive audience for everything you market to women! What a time for scheduling *The Inquirer* . . . and exercising your exclusive franchise . . . for 420,000 women!

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with *The INQUIRER* for 1,352,000 adult daily readers



NEW YORK
Robert T. Devlin, Jr.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
Edward J. Lynch
20 N. Wacker Drive
Andover 3-6270

DETROIT
Richard I. Krug
Penobscot Bldg.
Woodward 6-7260

SAN FRANCISCO
Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
Fitzpatrick Associates
3460 Wilshire Boulevard
Dunkirk 5-3557



Toomey to 'American Aviation'

William F. Toomey has been appointed West Coast regional advertising manager of *American Aviation*, with headquarters in the magazine's Los Angeles office. Prior to joining *American Aviation*, Mr. Toomey was associated with McDonald-Thompson Co., Los Angeles, publishers' representative.

Bayless-Kerr Gains One

The American Society for Metals, Cleveland, has appointed Bayless-Kerr, Cleveland, to handle advertising promotion for its monthly *Metal Progress* and other publications.

Gimbel Joins Marsteller

Stanley Dick Gimbel has joined the account staff of Marsteller, Rickard, Gebhardt & Reed, Chicago. Mr. Gimbel formerly was an advertising account manager with General Electric Co.'s advertising and sales promotion department in Schenectady, N.Y.

Maher Joins 'Detroit News'

William A. Maher has been named to the New York advertising staff of the *Detroit News*. He formerly was with the Katz Agency.

Eureka Formula of Ads to Sales Told by McCarthy

BLOOMINGTON, ILL., Dec. 17—Advertising may be an art to some, but as practiced by A. L. McCarthy, sales vp for the Eureka division of the Eureka Williams Corp., it's a science that enables him to "tell within a few units what it will produce in sales in any given territory."

"In a city of 50,000," he said, "one of our ads will produce half its total sales the first week and the remaining 50% will be evenly divided between the second and third weeks." Repeated at four-month intervals, a "tested ad" will produce sales of 2.5 cleaners per 1,000 population for the year. "Anything above that is gravy." According to Mr. McCarthy, the formula holds good for any city of less than 100,000.

A McCarthy ad customarily contains an introductory offer, a ten-day free home trial and a special on one particular Eureka model. It may also offer a special premium. The ad must appear "in big enough space to tell the story properly and make your proposition sound important."

He prefers an outside position on a newspaper page—preferably a right-hand page, if a back page of any section is unobtainable. "For vacuum cleaner selling, Mondays are the best days for ads to appear. Most families spend Monday nights at home—and the newspaper gets a better reading that night."

Mr. McCarthy, who says he has sold or directed the sale of more than \$500,000,000 in vacuums, washing machines and other appliances since 1915, believes that "the most effective way to get



ADMAN—Advertising is a science, according to A. L. McCarthy, sales vp of Eureka Williams Corp., who says he can tell within a few units what an ad will sell in any given territory.

crowds into your store is through newspaper advertising."

Beyond that, "the secret is in knowing what makes an ad copy click. The basic trick is to advertise a \$100 piece of merchandise without divulging the price, and so excite curiosity about the price that people will telephone at once to find out. And that's how they expose themselves as red-hot prospects."

He recently ran a \$620 ad in the *Detroit Free Press* over the Eureka telephone number ("a telephone-number ad that pulls is a good ad"). "In 48 hours we got 37 phone calls; before the ad died the total was 70 inquiries, and we figure this number may result in 60 sales—at an ad cost of about \$10.35 a unit."

But Mr. McCarthy figured the cost of the Detroit venture might tail off to about \$3 a unit when all results were in. As soon as he got the 70 inquiries he mailed proofs of the ad to 250 dealers and advised them to stock up. "We sold 22 Eureka units to dealers in a couple of hours that way," he said.

Eureka, which goes from 50-50 to 75-25 in its dealer co-op advertising (depending on the size of the town) saw 291 of its units sold through J. L. Hudson in Detroit through one newspaper ad that ran Dec. 12.

With about 12% of the vacuum cleaner market (as against Electrolux with perhaps 30%; Hoover with 20%, and all others below 10% each), Eureka spends about \$600,000 in magazines like *Life*, *Parade* and *This Week Magazine*. "As a general thing, we spend \$3 in newspapers for every \$1 we spend in magazines," said Mr. McCarthy.

Currently, Eureka is in television spots, a medium which will also appear in the 1959 promotion budget. In New York, the company uses "Million Dollar Movie" (five spots a week for four weeks) to get "an audience of some 800,000 which will see a fine demonstration of the cleaner in action."

In the Boston area, Eureka last month used five one-minute demonstrations on the "Jack Paar Show."

Mr. McCarthy said that between the Paar spots and concurrent

newspaper advertising, "we sold 1,200 machines to dealers. The spots cost a total of \$3,500; we paid \$1,750 and the dealers spent \$1,750."

Earle Ludgin & Co., Chicago, is the Eureka agency. #

Stypes, Rountree Reorganizes

Stypes, Rountree & Co., San Francisco newspaper brokerage company, will reorganize Jan. 1 with the name of the company being changed to A. W. Stypes & Co. Ed E. Rountree will resign from the company at that time. Albert E. Gilbert, manager of the San Francisco office of California Newspaper Publishers Assn., will join the company Jan. 1. Arthur W. Stypes is president of the new corporation.

Dreyfus Adds Gardner to Agency Name

Dreyfus Co., Los Angeles agency, will change its name to Dreyfus & Gardner, effective Dec. 24. Dreyfus Co. merged with H. M. Gardner & Associates in July of this year (AA, Aug. 11), at which time the two principals became equal owners of the combined agency.

DiBernardo Named A.M.

Angelo DiBernardo has been named manager of general advertising of the *Pittsburgh Post-Gazette*. Mr. DiBernardo, formerly director of advertising plans of the newspaper, will take over duties formerly handled by Thomas M. Gregory, who resigned to join the *Tri-State Food News*, Pittsburgh.

Chicago Sales Club Elects

Walter L. Hedin, Borden Co., has been elected president of Grocery Manufacturers Sales Executives of Chicago. Other officers include Richard E. Plinske, Minnesota Mining & Mfg. Co., 1st vp; Ralph A. Petti, Salada-Shirriff-Horsey Inc., 2nd vp, and Ed Gold, Dean Milk Co., treasurer.

Rockford Papers Boost Two

The *Morning Star* and *Register-Republic*, Rockford, Ill., have promoted William K. Todd, treasurer and business manager of both papers, to the post of associate publisher and general manager. John W. Grimes, executive editor of the papers, has been promoted to editor of both papers.

Chilton Books Trim Sizes

Beginning with the January issues, three Chilton publications which have been over-size will be trimmed to the standard 8 1/4 x 11 1/4" size. They are *Jewelers' Circular-Keystone*, *Boot & Shoe Recorder* and *Department Store Economist*. Bleed advertisements and inserts will be affected by the change.

Cambridge Names Sutherland

Cambridge Corp., Lowell, Mass., designer and manufacturer of cryogenic equipment for industrial and military applications, has named Sutherland-Abbott, Boston, as its agency.

'Detroit Times' to MacManus

The *Detroit Times* has named MacManus, John & Adams, Bloomfield Hills, Mich., its advertising counsel, effective Jan. 1.

Ads Hiked Sales of Lemons 20%, Reports Assn. of Food Chains

WASHINGTON, Dec. 16—The sale of fresh lemons was increased more than 20% during two nationwide campaigns put on last summer, according to a report by the National Assn. of Food Chains issued this week.

Sunkist Growers and Pure Gold Inc., principal California-Arizona lemon growers, represented their industry in the campaign. They were assisted by the NAFC's farmer-retailer marketing program. The drive was designed to alleviate falling sales of fresh lemons in the face of increased use of frozen, concentrated and prepared lemon products.

According to the report, 22 companies operating 7,000 stores rolled up an increase in lemon sales of 24 1/2% during the first drive, from June 26 to July 5, and an increase of 23% during the Aug. 7-16 push. Both percentages represented increases over the same periods a year earlier.

Stores cooperating in the drive used newspaper ads, spot radio and tv and in-store promotion. Sunkist Growers and Pure Gold Inc. used color pages in magazines, newspaper ads in all major and many minor markets, and point of sale material.

The report noted that the campaigns were the first in the 22-year history of the farmer-retailer marketing program that were conducted for fresh lemons only.

"The campaigns were unique by nature of the problems they were designed to meet," the report stated. "It was not an ordinary seasonal surplus problem, but one related to a long-run change in demand for the product in fresh form. Hence, the campaigns by themselves could not hope to solve the problem, but could alleviate it temporarily, thus permitting more effective long-range fresh lemon merchandising plans to be developed."

"The results," the report continued, "achieved by vigorous, aggressive, repeated retail promotions, plus ingenious, carefully planned grower-sponsored promotions to raise consumer demand, justify again the conclusion that the farmer-retailer marketing program is a powerful instrument for meeting specialized marketing problems." #

League Chapter Names Weston

Merv Weston, Weston Associates, Manchester, N. H., has been elected 1959 president of the New England chapter of the League of Advertising Agencies. Other officers include Arnold Rosoff, Arnold & Co., Boston, vp; Sandy Fern, Fern & Associates, Providence, secretary, and Robert Aronson, Parsons, Friedman & Central, Boston, treasurer.



ELIZABETH FLANNERY has been named a consultant on retail advertising by Sears, Roebuck & Co., Chicago. Miss Flannery, who will work from the Sears New York office, formerly was advertising manager of Gimbel Bros., New York.

ATTACHE CASE

Only \$2.50* ppd.

For Salesmen—Acct. Execs—Professionals
Made of durable tan vinyl, looks, feels like leather. Compare to more expensive-type attache case. 15 1/2" x 10 1/2" x 2 1/4". Sorry no C.O.D. orders.

INQUIRIES INVITED FOR QUANTITY DISCOUNTS
*Add 10% for Fed. tax

REGENCY DISPLAYS, INC.
Dept. 8, 107 Grand Street, New York 13

at your service
SAFE DEPENDABLE

LONG DISTANCE MOVING
for your
DISPLAYS & EXHIBITS

- Courteous, dependable drivers
- Expert, careful handling
- "On time" deliveries
- Efficient Traffic Control System

Wheaton Van Lines Inc. over 500 Agents — all principal cities In the West LYON

General Offices: Indianapolis, Ind.

one! six! two!
THAT'S PORTLAND MAINE

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail trade zone

PORTLAND, MAINE NEWSPAPERS
PORTLAND PRESS HERALD * EVENING EXPRESS * SUNDAY TELEGRAM
represented by Julius Mathews Special Agency

The Story of The Advertising Council



The crossed sword and quill symbolize a powerful but relatively little known instrument of public good.

They symbolize also the good citizenship of the advertising business, not in theory, but in actual practice, over a period of seventeen years.

The story of this unique American institution is told on the following pages, and is presented here as a public service.

This story, in three-page form, is being printed as a public service and without charge in forthcoming issues of Saturday Evening Post, 12/27/58; Business Week, 12/27/58; Time, 12/29/58; Life, 1/5/59; Look 1/6/59; and Nation's Business, January issue.

Advertising Age salutes the publishers of these publications on their cooperation in telling this vital story to their vast audiences.

SEE NEXT PAGE...

Persuaders in the Public Interest

The story of a little-known band of men and women
who created a Hundred Million Dollar
Non-Profit Trust that works for the public good

By JASON WEEMS



Last summer, a father, driving his vacationing family through one of our great national forests, pulled up for the view where a mountain road looked down on a deep, wooded canyon.

Filling his pipe, he flared a kitchen match with his thumbnail, in the Western manner.

"Hey, Pop," cried his eight-year-old son, "don't throw that match out the window, break it. You know what Smokey the Bear says."

Smokey has been urging people to take such precautions against starting forest fires for 16 years. You've probably seen his messages on posters, on TV, or in print. Or heard them on the radio.

Smokey, who now lives in the Washington, D.C., zoo, was a real-life bear cub. A forest ranger found him wandering in the smoke of a forest fire which had consumed his mother. Advertising men dressed him up in print as a forest ranger and made him the greatest fire fighter of them all.

As a result of his efforts, the U.S. Forest Service estimates that, since 1942, 600,000 forest fires *did not start*; 260 million acres of timber *did not burn*; and nearly 10 billion dollars of damage *was not done!*

Who Made Smokey a Hero Fire Fighter?

Smokey got his start in the fire-fighting business in 1942 when the U.S. Forest Service

called for help from a unique business organization called The Advertising Council.

You've probably never heard of The Advertising Council, but it is unlikely that a day passes in which you are not exposed to the persuasive messages, prepared and disseminated under its auspices, on the air or in print. This is a good thing for you, and for your country.

Persuasion in the public interest started when an advertising man had lunch with a Princeton professor and three officers of the Rockefeller Foundation in New York. This was in the spring of 1941.

The Adman Stuck His Neck Out

The professor was doing research in communications under a Rockefeller grant, so the lunch table talk naturally turned to the art, or science, of communication. That was when the adman stuck his neck out.

He said all foundations were making two mistakes in policy. First, they spent most of their money on the *increase* of knowledge and very little on the distribution of it. Second, when they did spend money on the distribution of knowledge, they used old-fashioned horse-and-buggy methods, and ignored the modern high-speed effectiveness of motion pictures, broadcasting, and advertising.

Seeing a responsive gleam in the eyes of the late, great Dr. Alan Gregg, world-wide stu-

dent of medical problems for the Rockefeller Foundation, the advertising man went on to elaborate his idea in terms of what advertising could do to spread new medical knowledge among all the people.

Persuasion for the Public Welfare

His convictions, widely shared by many advertising men at that time, boiled down to this:

1. American advertising facilities and techniques had become the most effective means for the communication of new knowledge, and for persuasion to use it, which the world had ever seen.
2. This means of communication could be used just as effectively in the public interest as it was being used in the private interest.
3. Advertising being a communication facility developed by business, business itself might well consider making it available for public welfare projects and organizations.

Out of these convictions The Advertising Council was born in November, 1941. Its initial organizers and financial supporters were the six official organizations of national advertisers, of magazine, newspaper, radio, and outdoor media owners, and of advertising agencies.

It had barely been organized when it was called upon to play a greater role than any of its founders had envisioned.

The Stab in the Back

On December 7, 1941, the Japanese struck Pearl Harbor. A country at war found itself faced with vast new problems which could be

ABOUT THE AUTHOR—Jason Weems is the pen name for one of America's most versatile men. He has been successful as a Bible salesman, a printer, an advertising writer, a book and magazine publisher, a government official, the head of a social science research laboratory and consultant to a large Foundation. He is the author of several books.

met only with the cooperation of all the people. Scrap metals, rubber and paper were needed in vast quantities, and they had to be gathered up from every farmyard and city cellar.

Fats and wheat had to be saved to send to our allies.

War Bonds had to be sold.

Merchant seamen, WACS, WAVES, and nurses had to be recruited.

Victory gardens had to be planted.

Altogether, before the war was over, civilians had to be persuaded to do more than one hundred things like this.

Great Britain, faced with the same problems, had turned to paid government advertising to help solve them. This made the government by far the biggest, and almost the only, advertiser in the country. Some felt this was a potential threat to freedom of the press.

"42 years with chalk on my sleeve"

The story of a man who was a national hero for 42 years and never knew it!



The story of a man who was a national hero for 42 years and never knew it!

I have all along I could never really have done this. That's why it's hard to think about writing especially now when history books are being written about me. Luckily I don't think I'll be able to do an important part of the fight for better education. You don't have to be a teacher or even a parent to work for better schools. Higher standards of student achievement are required today. Parents and teachers are needed. People get the job and are working on it. I'm proud of my country.

Let's ask ourselves these questions:

1. Do we have a national goal for our schools?
2. Do we have a national plan for our schools?
3. Do we have a national budget for our schools?
4. Do we have a national system of evaluation for our schools?
5. Do we have a national system of accreditation for our schools?
6. Do we have a national system of certification for our teachers?
7. Do we have a national system of certification for our principals?
8. Do we have a national system of certification for our superintendents?
9. Do we have a national system of certification for our state education officials?
10. Do we have a national system of certification for our federal education officials?



AMERICA'S LEADERSHIP DEPENDS ON FIRST-RATE SCHOOLS

BETTER SCHOOLS—The continuing purpose of this campaign is to maintain public interest in the nation's schools, which must be ready to train rising school populations over the next ten years. In 1958, State School Committees increased in numbers and Parent-Teachers Association membership rose. Citizen concern about our schools and what they teach is at a new high level.

America Chose a Better Way

Our government turned to the newly formed Advertising Council, which quickly became the War Advertising Council.

The Council called for volunteers. Advertising agencies supplied talented people to prepare the messages needed. Advertisers, magazines, newspapers, radio stations, and outdoor poster companies supplied advertising time and space to carry the messages to the country.

All these interests responded through the War Advertising Council. America responded to the messages.

By the end of the war, more than *One Billion Dollars'* worth of government messages had been published and broadcast as a contribution of American business to the war effort.

The results proved what advertising men had long believed: that advertising could as effectively inform and persuade people to act in the public interest as it had in their private interest.

Waging the Peace

When the war ended, many in the War Advertising Council thought its usefulness was over. There were more who felt that the instrument of public information, which the Council had created, was far too valuable to be reserved for war.

The government still had jobs of public information which needed doing . . . such as forest fire prevention, and the sale of Savings Bonds; and there was the original Council concept of broad public service such as assisting the work of the Red Cross, CARE, March of Dimes, the National Safety Council, and many others.

The word "War" was dropped from the name, and The Advertising Council continued. But here it faced a new problem.

Who Decides What's in the Public Interest?

Under the imperatives of war there was no question about what projects the Council should undertake, but when it came to non-governmental organizations and non-war projects of government departments, who was to determine which ones were in the public interest?

The businessmen who were the financial supporters and operators of the Council's facilities did not feel it was in the public interest that they alone should decide such questions.

As a result, a Public Policy Committee was created. This was a group of 20 of America's most distinguished citizens with backgrounds and experience in various areas of American life. One of the first to accept an invitation to serve was Dr. Alan Gregg, who remembered the luncheon where he first heard how advertising might help solve some health problems.

On this page you'll find a list of the men and women who serve, without pay, on this Public Policy Committee. They are drawn from business, labor, education, agriculture, the religions, medicine and public affairs. They represent no one but themselves and the best interests of their country, as they see them.

When a project is presented for The Advertising Council's support, the Board of Directors first decides whether or not it can benefit from broad national advertising. If they decide it can, it goes to the Public Policy Committee which votes on whether or not it is important in the public interest. The Public Policy Committee must approve the project

by a three-fourths vote before the Council will tackle it.

What Kind of Projects Are Approved?

Since the war, The Advertising Council, with the approval of the Public Policy Committee, has presented numerous national problems for your information and consideration, and programs for your support and action.

There are emergency programs, such as appeals of the Red Cross for disaster funds.

There are periodic programs, such as the one called "Religion in American Life", which reminds you of the strength to be drawn from attendance at your church or synagogue. (Gallup polls have shown a steady increase in attendance at religious services since this program started.)

Other programs, such as Forest Fire Prevention, have been continuous over a period of years. One is the Stop Accidents campaign for the National Safety Council. It has

Public Policy Committee of The Advertising Council

CHAIRMAN

PAUL G. HOFFMAN

VICE CHAIRMAN

EVANS CLARK, *Editorial Board, New York Times*

MEMBERS

SARAH GIBSON BLANDING, *President, Vassar College*

RALPH J. BUNCHE, *Under Secretary, United Nations*

BENJAMIN J. BUTTENWIESER, *Partner, Kuhn, Loeb and Company*

OLIVE CLAPPER, *Publicist*

HELEN HALL, *Director, Henry Street Settlement*

CHARLES S. JONES,

President, Richfield Oil Corporation

LAWRENCE A. KIMPTON, *Chancellor, University of Chicago*

A. E. LYON, *Executive Secretary, Railway Labor Executives Association*

JOHN J. McCLOY, *Chairman, The Chase Manhattan Bank*

EUGENE MEYER, *Chairman, The Washington Post & Times Herald*

WILLIAM I. MYERS, *Dean of Agriculture, Cornell University*

ELMO ROPER, *Public Opinion Analyst*

HOWARD A. RUSK, M.D., *New York University-Bellevue Medical Center*

STANLEY RUTTENBERG, *Research Director, AFL-CIO*

BORIS SHISHKIN, *Assistant to the President, AFL-CIO*

GEORGE N. SHUSTER, *President, Hunter College*

THOMAS J. WATSON, JR., *President, International Business Machines Corporation*

HENRY M. WRISTON, *Executive Director, The American Assembly*

helped bring the traffic toll to a new low per vehicle-miles traveled. Still another is the drive for Better Schools, which has stimulated formation of State School Committees, and increased membership in Parent-Teacher Associations. Result: citizen concern about our schools and what they teach is at a new high level.

One of the largest and oldest is the campaign in support of the U.S. Treasury for the sale of Savings Bonds. You have probably responded to both your own and your country's benefit.

Closer Liaison in Food Industry Is Urged on Brokers

CHICAGO, Dec. 16—Although food brokers are becoming more and more indispensable both to food manufacturers and to wholesale buyers, rising costs and competitive conditions demand that brokers work even more closely with both wings of the business. This is the burden of two different surveys reported here last week at the 55th annual convention of the National Food Brokers Assn.

■ The grocery manufacturers' view of food brokers is reflected in a survey of Grocery Manufacturers of America members that was reported to NFBA by GMA's president Paul S. Willis.

"The day is past," Mr. Willis noted, "when a manufacturer can adopt a national policy and apply this to all parts of its territory. He must recognize the variations that exist between markets. The broker's greater familiarity with local conditions qualifies him to be of special service to the manufacturer in this regard."

A trend toward greater use of food brokers is evidenced by the fact that 50% of the surveyed manufacturers had increased their number of food brokers in recent years and 29% plan to add still more, Mr. Willis' report noted.

Considering the manufacturers' comments, Mr. Willis said, food brokers should constantly re-examine their organizational setup, their retail coverage and in-store work, the quality of their retail salesmen and their sales operations.

■ Mr. Willis also reported some agreements reached in joint discussions between GMA's broker relations committee and NFBA's merchandising committee. They include these:

- Coverage of retail stores and retail merchandising are growing increasingly important. And it is basically the responsibility of the broker to train better retail merchandisers. The manufacturers' training of retail merchandisers mostly concerns only product training.

- Adequate compensation for manpower requirements has become a primary factor in a manufacturer's choice of a food broker—a choice which requires time, thought and detailed field research.

- Except in emergency, manufacturers should give brokers two weeks' notice of a market visit. The manufacturer's purpose and length of stay should be included in the notice.

■ Wholesale food buyers' views of brokers, meanwhile, were reflected in a survey of several thousand buyers conducted by *Food Topics* reported to the meeting by Len Kantor, *Food Topics* editor.

Of the responding buyers, 65% said they had no major criticism of food brokers while the other 35% thought brokers should tighten up their "calling practices," the report notes.

In other criticisms, 48% of the buyers thought brokers didn't give enough advance notice on promotions, deals and cooperative advertising. But at the same time, 71% said they felt the brokers know co-op policy on their lines and handle them correctly.

Asked to compare brokers with their own sales forces, 83% of the respondents said the brokers were

satisfactory or superior while 17% said the brokers were unsatisfactory. #

'Look' Names Five

Allen De Castro, formerly a group supervisor in the *Look* advertising department, has been appointed manager of agency relations for the magazine, a new post. Bert Halperin, a member of the ad sales staff, has been promoted to the new post of manager of alcoholic beverage advertising of *Look*. *Look* also has named Robert Williams to its New York staff, Robert Riemanschnieder to its Cleveland sales staff and Fred Talento to its Philadelphia sales staff. Mr. Williams formerly was with Capper Publications; Mr. Riemanschnieder with Wheeler, Kight & Gainey, and Mr. Talento was automotive and drug market development manager of *Look*.

ABC Boosts Three

American Broadcasting Co., New



York, has added two vps. Joseph Stamler, sales manager of WABC-TV, New York, was named vp and

REMINDER—Mert Rohrbach, head of Kudner Agency, has a look at the miniature boxing gloves and case which accompanied Christmas bonuses to agency people. The "Keep Punching in 1959" gifts were inspired by a Kudner ad, "Pride is a man with rosin on his pants," run after the agency lost the Buick account.

operations vp. Barrett H. Geoghegan has been promoted from national sales supervisor to sales manager of WABC, a title that has been vacant for several months. Second new ABC vp is Sanford Cummings, director of the network program department for the western division.

Prince Joins Weston

Donough Prince, who left the advertising business in 1954 to operate a dairy farm in Frankestown, N. H., has joined Weston Associates Inc., Manchester, N. H., as an account executive. Mr. Prince was formerly general manager of Leo Burnett Co., New York.

Franz Agency Gains One

American Hospital Supply Corp., Evanston, Ill., has appointed Alex T. Franz Inc., Chicago, to handle its advertising, effective Jan. 1. The previous agency was J. R. Pershall Co., Chicago, now Reach, McClinton & Pershall (AA, Nov. 17).



The Thomas Publishing Company and its Staff extends Appreciation and Season's Best Wishes to more than 12,000 Thomas Register Advertisers, to more than 1,600 Advertising Agencies and to all our Subscribers and Friends.

THOMAS REGISTER
Product Information Headquarters

December Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Weeklies, Bi-Weeklies, Semi-Monthlies (November)								
Commonweal	19.0	18.7	164.6	190.7	7,980	7,854	69,132	80,094
Can	99.2	113.5	799.3	822.3	42,542	48,691	342,906	352,774
Grit	38.3	30.4	281.6	281.6	38,313	30,403	281,545	281,614
Down Beat	47.8	47.7	450.8	466.7	20,090	20,034	189,372	196,042
Life	357.2	399.0	3,106.3	3,903.7	242,928	271,320	2,112,273	2,654,447
Look	146.5	160.4	1,287.0	1,605.7	99,620	109,072	875,160	1,091,876
New Yorker	779.8	815.6	4,420.5	4,551.7	334,529	349,898	1,896,377	1,952,703
Newsweek	260.5	331.1	2,514.1	3,096.8	109,410	139,062	1,055,922	1,300,656
Presbyterian Life	21.0	17.9	130.5	116.9	8,821	7,521	54,828	49,123
The Reporter	13.3	12.5	123.3	137.9	5,611	5,230	51,786	57,938
Saturday Evening Post	353.6	387.9	2,728.4	3,134.2	240,440	263,796	1,855,278	2,131,258
Saturday Review	114.9	114.5	900.1	865.3	48,275	48,069	378,106	363,435
Sporting News	28.4	44.1	303.8	355.8	30,810	47,878	329,618	386,048
Sports Illustrated	139.8	137.9	1,231.3	1,087.6	59,938	59,163	528,081	466,449
Time	265.3	350.6	2,566.0	3,114.0	111,497	147,340	1,077,799	1,307,951
TV Guide	72.2	71.6	499.1	538.1	13,141	13,031	90,860	97,927
U.S. News & World Report	239.1	304.5	2,296.5	2,893.0	100,410	127,902	964,537	1,215,032
Total Group	2,995.9	3,357.9	23,803.2	27,162.0	1,514,355	1,696,264	12,153,580	13,985,367

† Four issues in November 1958; five issues in November 1957. ‡ Five issues in November 1958; four issues in November 1957. § Two issues in November 1958; three issues in November 1957.

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Women's								
Bride & Home	—	—	203.4	189.8	—	—	128,648	120,110
Bride's Magazine	—	—	653.6	677.1	—	—	413,075	427,864
Everywoman's Family Circle	44.0	32.1	503.5	530.2	18,876	13,771	216,002	227,457
Good Housekeeping	90.2	96.1	1,241.3	1,490.5	38,675	41,247	532,501	639,428
Ladies' Home Journal	70.8	84.9	1,012.2	1,237.4	48,145	57,738	688,309	841,409
McCall's	46.1	64.3	765.6	1,011.8	31,358	43,700	520,656	688,057
Modern Bride	—	—	520.9	574.2	—	—	329,228	362,294
Parents' Magazine	52.3	64.6	724.5	808.3	22,537	27,785	312,041	348,177
Seventeen	61.3	67.0	1,245.8	1,340.2	41,682	45,848	847,132	911,564
Western Family	15.1	10.8	217.7	238.7	6,345	4,519	91,472	100,319
Woman's Day	26.5	25.4	377.5	433.1	11,369	10,897	161,948	185,800
The Workbasket	29.0	23.8	446.4	464.8	5,696	4,668	87,498	91,106
Total Group	435.3	469.0	7,912.4	8,996.1	224,683	250,173	4,328,510	4,643,585

† Published quarterly in January, April, July and October. ‡ Formed by merger in June of Everywoman's Magazine and Family Circle Magazine. § Includes Shopping Scout Section Linage.

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
General								
American Artist	27.4	26.3	298.3	306.4	11,522	11,051	125,298	128,562
American Forests	13.4	12.9	204.8	219.7	5,628	5,418	86,030	92,288
American Legion	12.8	15.3	166.3	181.8	5,370	6,443	69,858	76,389
Argosy	21.1	19.4	264.2	247.6	9,075	8,355	113,371	106,259
Atlantic	43.0	59.1	404.1	475.8	18,087	24,850	169,756	199,864
Christian Herald	41.1	41.3	441.6	511.4	17,632	17,719	189,687	219,442
Columbia	8.2	6.0	123.3	94.8	3,423	2,500	51,777	39,809
Coronet	72.0	56.0	533.5	466.0	12,960	10,080	96,300	83,880
Cosmopolitan	12.5	18.0	228.5	287.5	5,350	7,721	98,009	123,355
Ebony	89.6	76.4	850.4	803.9	60,975	52,010	578,308	546,694
Elks Magazine	14.2	15.1	163.7	176.2	6,111	6,494	70,358	75,531
Esquire	138.8	151.2	884.3	963.7	94,461	102,656	600,926	596,672
Extension	14.6	22.7	208.1	220.9	10,025	15,591	143,134	152,019
Flying	51.7	49.8	537.2	540.3	21,714	20,916	225,628	226,926
Gourmet	58.0	56.7	402.5	404.2	24,897	24,323	172,683	173,356
Grade Teacher	16.7	24.0	362.7	393.2	7,353	10,572	159,964	173,398
Harper's Magazine	36.1	40.4	374.1	405.3	15,163	16,987	157,146	170,247
Hi Fi Review	51.7	—	465.9	—	21,714	—	195,670	—
High Fidelity	96.2	98.7	889.9	968.5	40,404	41,454	373,858	407,522
Holiday	134.2	155.0	1,087.0	1,133.6	91,286	105,423	739,183	770,819
Hot Rod	27.5	18.9	314.1	235.4	11,564	7,924	131,180	98,931
Improvement Era	28.9	31.7	314.4	322.3	12,152	13,319	132,035	135,354
Instructor	12.4	18.4	328.1	348.2	8,528	12,615	224,454	238,198
Motor Boating	83.8	84.7	1,506.4	1,504.2	48,902	49,833	885,494	884,252
Motor Life	10.1	14.1	186.2	152.5	4,270	5,950	76,990	63,856
Motor Trend	18.9	19.6	250.9	236.0	6,244	8,246	102,291	99,127
National Geographic	35.0	34.3	467.1	514.5	8,330	8,151	110,758	122,451
Playboy	28.3	16.1	175.6	144.5	11,879	6,757	73,387	60,715
Popular Boating	33.4	30.4	629.6	334.7	19,369	17,875	369,468	196,783
Popular Photography	104.9	117.4	928.6	1,040.5	44,058	49,308	390,041	437,010
Promenade	28.0	37.9	247.2	289.3	12,012	16,265	106,040	124,120
Reader's Digest	44.0	50.0	603.0	558.0	8,008	9,100	109,746	101,556
Redbook	26.3	26.6	381.3	360.8	11,291	11,414	163,599	154,795
Rotarian	5.9	5.8	93.4	107.0	2,505	2,414	39,450	45,039
Sports Cars Illustrated	32.5	28.0	300.8	213.3	13,650	11,760	126,349	89,586
Today's Health	22.6	14.9	285.1	245.7	9,438	6,006	122,644	104,407
Together	7.5	6.7	123.6	115.3	3,253	2,906	53,283	49,024
Town & Country	87.1	80.4	806.4	811.8	55,025	50,847	509,693	513,101
True	40.1	34.2	368.9	378.2	17,219	14,666	158,258	162,253
V. F. W. Magazine	6.1	8.7	134.0	143.6	2,548	3,636	56,279	60,328
Yachting	77.8	79.8	1,334.8	1,300.7	45,746	46,893	784,862	764,782
Total Group	1,714.4	1,702.9	18,669.9	18,057.3	839,141	845,448	9,143,245	8,858,700

† Commenced publication with the February 1958 issue.

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Home								
American Home	34.1	43.5	574.5	758.8	21,573	27,486	363,141	479,566
Antiques	57.8	69.9	725.0	751.3	16,979	20,543	215,002	220,793
Better Homes & Gardens	69.9	76.9	1,097.5	1,456.8	44,185	48,583	693,653	920,408
Flower & Garden	15.9	10.3	278.6	201.3	6,689	4,345	121,205	84,567
Flower Grower	25.4	23.9	526.7	523.6	10,685	10,048	221,223	219,895
House & Garden	67.3	67.4	806.0	949.1	42,543	42,603	509,371	599,822
House Beautiful	100.0	105.8	1,229.7	1,336.9	63,200	66,615	777,192	844,920
Living for Young Homemakers	33.9	48.1	754.5	868.3	21,444	30,427	476,816	548,791
Popular Gardening	22.7	23.5	474.4	487.1	9,516	9,881	199,267	204,599
Sunset Magazine	94.0	96.5	1,357.8	1,471.0	39,481	40,527	570,528	622,055
Total Group	521.0	565.8	7,824.7	8,804.2	276,295	301,058	4,147,398	4,745,416

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Fashion								
Charm	40.6	56.5	844.7	1,109.4	17,412	24,243	363,342	475,989
Glamour	39.9	50.3	870.2	1,086.3	17,102	21,569	373,337	466,031
Harper's Bazaar	71.8	90.0	1,090.6	1,205.6	45,425	56,928	689,318	781,080
Mademoiselle	41.6	45.8	978.8	1,117.1	17,836	19,654	419,892	479,190
Vogue	87.9	108.6	1,628.7	1,851.2	55,574	68,658	1,029,345	1,169,979
Total Group	281.8	351.2	5,412.0	6,369.6	153,349	191,052	2,874,239	3,372,269

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Movie-Romance-Radio								
Delia Modern Group:								
Modern Romances	21.7	19.5	314.3	367.3	9,330	8,372	134,828	157,571
Modern Screen	18.8	16.8	196.1	301.3	8,068	7,208	84,117	129,269
Screen Stories	16.5	10.6	167.5	234.2	7,067	4,541	71,865	100,530
Fawcett Women's Group:								
Motion Picture	13.1	11.1	165.7	202.9	5,064	4,761	71,085	87,062
True Confessions	17.7	16.5	247.9	296.8	7,590	7,063	106,336	127,323
Hillman Romance Group	5.1	0.						

THE FAMILY



Key to our growth . . . and yours

A father. A mother. A son. A daughter. Four people. But more important: one *family*. As a family, they do more . . . want more . . . *buy* more than they ever would as individuals living alone. Each year, U.S. homes with children outspend childless homes by some 57 billion dollars—or \$1,315 per household.

Families with children determine the suc-

cess or failure of most consumer products and services. And they hold the key to LOOK's growth too. For LOOK has always attracted a heavy concentration of readers in families with children. In 1958, this concentration reached 70% of LOOK's total audience—the highest proportion of any major magazine.

Why do families with children respond so

strongly to LOOK? Because LOOK is edited . . . with warmth, understanding and wonder . . . for *every* member of the family. This successful appeal to men *and* women *and* teenagers, through the exciting story of people, explains why LOOK has won a unique place in the minds and hearts of America's families . . . why LOOK is America's Family Magazine.

America's Family Magazine

LOOK

The Exciting Story of People

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Detective & Fiction								
Cavalier	14.3	11.3	174.3	146.4	6,153	4,851	74,767	62,825
Dell Men's Group	10.6	12.3	122.0	119.3	4,533	5,281	52,301	51,174
Thrilling Fiction Group	9.5	11.3	110.6	145.7	2,131	2,520	21,609	33,989
Total Group	34.4	34.9	406.9	411.4	12,817	12,652	148,677	147,988

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Newspaper Sections (I) (Nationally distributed with Sunday newspapers)								
†The American Weekly	24.2	54.2	660.5	728.0	20,590	46,067	561,454	618,809
†Family Weekly	22.9	39.8	613.7	551.6	19,545	33,866	521,751	469,090
†Parade	38.9	58.0	846.6	814.1	33,047	49,305	719,638	692,010
†This Week Magazine	55.1	80.2	981.6	1,024.9	46,827	68,157	834,389	871,119
Total Group	141.1	232.2	3,102.4	3,118.6	120,009	197,395	2,637,232	2,651,028

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Newspaper Sections (II) (November) (All other newspaper sections and comics)								
†Chicago Tribune Magazine ..	196.9	162.4	1,721.0	1,548.5	167,388	138,039	1,462,847	1,316,267
†First 3 Markets Group	39.8	53.4	525.2	543.4	33,830	45,390	446,420	461,890
†New York Times Magazine	321.9	270.5	2,707.0	2,626.0	273,623	229,918	2,300,972	2,232,101
Total Group	361.7	323.9	3,232.2	3,169.4	307,483	275,308	2,747,392	2,693,991

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Comics Magazines								
American Comics Group	7.0	7.0	84.0	84.0	2,646	2,646	31,752	31,752
†Archie Comic Group	—	—	42.5	43.3	—	—	16,065	16,367
†Harvey Comics Group	—	—	96.6	95.7	—	—	36,540	36,095
National Comics Group:								
Blue Unit	7.0	6.0	64.0	73.1	2,646	2,268	24,030	27,792
Red Unit	8.0	7.5	68.0	80.6	3,024	2,835	25,719	30,497
Total Group	22.0	20.5	355.1	376.7	8,316	7,749	134,106	142,503

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Canadian National Weekend Newspapers (Rotogravure Linage)								
†La Patrie	49.0	57.5	682.6	757.6	44,133	57,485	614,294	757,643
La Presse	59.5	40.7	780.9	697.9	53,523	40,740	702,864	697,970
Star Weekly	52.0	52.3	1,101.9	1,028.2	45,497	45,736	964,187	899,743
Weekend Magazine	72.8	66.7	1,241.7	1,210.9	70,992	65,013	1,210,726	1,180,682
Total Group	233.3	217.2	3,807.1	3,694.6	214,145	208,974	3,492,071	3,536,038

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Canadian								
Canadian Homes & Gardens ..	33.1	45.2	491.8	536.3	22,482	30,752	334,396	364,668
Chateleine	34.7	30.2	491.0	484.1	23,609	20,567	333,882	329,176
Liberty	42.5	51.1	373.1	404.5	18,232	21,922	158,808	172,144
Maclean's	64.9	82.2	944.6	1,121.7	44,115	55,890	642,322	762,748
Mayfair	38.6	55.7	396.1	459.9	26,065	37,959	268,477	316,548
Reader's Digest:								
English Edition	91.0	109.0	1,094.0	1,013.3	16,562	19,838	199,108	184,412
French Edition	90.0	106.5	1,144.3	1,064.5	16,380	19,383	208,254	193,709
Revue Moderne	23.3	25.3	248.4	281.7	15,863	17,230	168,914	191,574
Revue Populaire	17.4	17.0	192.5	229.0	12,203	11,861	134,779	160,376
†Samedi	21.5	25.5	184.0	324.0	15,034	17,847	128,825	226,920
§Saturday Night	56.6	39.1	428.2	309.9	23,773	16,431	176,935	130,290

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Time-Canadian	184.9	230.0	1,643.6	1,882.4	77,595	96,600	690,270	790,580
Total Group	457.0	547.7	5,559.8	5,919.0	210,545	253,145	2,577,765	2,902,275

	Pages				Lines			
	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957	Dec. 1958	Dec. 1957	Jan.-Dec. 1958	Jan.-Dec. 1957
Foreign (December)								
Problemas	17.2	20.2	158.7	161.9	14,448	16,926	133,252	135,954
Popular Mechanics:								
Popular Mechanik (Danish) ..	26.0	12.0	136.5	95.7	5,824	2,688	30,576	21,455
Mecanique Populaire (French)	37.8	39.2	344.9	331.0	8,467	8,792	77,257	74,144
Populare Mechanik (German)	8.1	4.3	59.3	26.9	1,820	952	13,272	6,034
Mecanica Popular (Spanish)	21.0	29.9	318.8	336.9	4,693	6,702	71,412	75,467
Populare Mechanik (Swedish)	13.0	12.0	103.0	113.3	2,912	2,688	23,072	25,387

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Foreign (November)								
Arabic	40.0	32.0	424.0	412.0	6,560	5,248	69,536	67,568
Argentine	92.0	85.0	706.0	680.0	16,744	15,470	128,492	120,484
Austrian	80.0	76.0	744.0	680.0	14,560	13,832	135,408	123,760
Australian	65.8	58.5	786.5	611.8	11,967	10,647	143,143	111,339
Belgian	72.0	72.0	486.0	492.0	12,600	12,600	85,050	86,100
British	77.5	94.0	857.0	871.0	14,415	17,484	159,402	162,006
Caribbean	72.0	80.5	775.0	876.5	13,104	14,651	141,050	159,523
Danish	64.0	53.0	578.8	561.0	10,880	9,010	98,387	95,370
Dutch	55.0	41.0	452.0	412.0	10,010	7,462	82,264	20,384
Finnish	21.0	20.0	234.0	203.0	3,906	3,720	43,524	37,758
French	149.0	137.0	1,297.0	1,217.5	26,075	23,975	227,062	213,062
French Swiss	28.5	21.0	315.5	285.0	4,988	5,425	55,213	49,875
German	124.0	112.0	1,337.0	1,091.0	22,568	20,384	243,334	198,562
German Swiss	37.5	32.5	357.5	326.0	6,825	5,915	65,065	59,332
Iberian	102.0	105.0	865.5	866.0	18,564	19,110	157,521	157,612
Indian	71.0	82.0	623.0	682.0	12,022	14,924	113,386	124,124
Italian	107.5	92.0	1,050.5	1,020.5	18,490	15,824	180,686	175,526
Japanese	42.5	54.0	541.5	486.5	7,140	9,072	75,852	81,732
Mexican	78.0	75.5	675.5	632.5	14,196	13,741	122,941	115,115
New Zealand	23.0	32.5	349.0	387.5	4,186	5,915	63,518	70,525
Norwegian	51.0	43.5	481.0	466.0	8,670	7,395	81,770	79,220
Overseas Military	35.0	48.0	508.0	461.0	6,370	8,736	92,456	83,902
Portuguese	114.5	95.0	1,019.5	939.5	20,037	16,625	178,412	164,412
South African	87.0	94.0	981.0	1,030.5	15,573	16,826	175,599	184,460
Southern Hemisphere	24.5	36.0	339.0	390.0	4,459	6,552	61,698	70,980
Swedish	55.0	53.0	541.5	495.0	10,230	9,858	100,719	84,630
Total Group	1,826.6	1,784.1	17,660.5	16,689.7	335,136	338,502	3,287,186	3,122,463

§ Because current month line figures for several publications are not yet available this group is broken into a December section and a November section. † Four issues in December 1958; five issues in December 1957.

	Pages				Lines			
	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957	Nov. 1958	Nov. 1957	Jan.-Nov. 1958	Jan.-Nov. 1957
Foreign (November)								
Life International:								
International Edition	82.4	100.0	809.1	811.2	56,100	68,000	550,205	551,650
Spanish Edition	67.0	85.6	630.3	736.2	45,560	58,310	428,655	500,650
Newsweek:								
Pacific Edition	61.0	75.8	683.4	751.5	25,620	31,850	287,035	315,630
European Edition	66.4	76.1	732.4	719.9	27,888	31,955	307,331	302,365
Time International:								
Time-Atlantic	118.1	133.1	1,168.1	1,235.7	49,595	55,895	490,595	518,945
Time-Latin American	99.4	135.2	1,116.0	1,233.7	41,720	56,770	468,720	518,105
Time-Pacific	102.0	103.5	901.6	973.3	42,840	43,435	378,630	408,765
Vision:								
†Visao (Portuguese Edition) ..	182.0	166.8	1,696.5	1,379.8	76,440	70,075	712,670	579,530
Mexican Edition	22.2	21.3	180.5	177.3	9,310	8,960	75,810	74,480
Spanish Edition	90.4	82.4	836.2	757.0	37,975	34,615	351,190	317,940
Total Group	890.9	979.8	8,754.1	8,775.6	413,048	459,865	4,051,140	4,088,060

"Ad Age is our ticker tape of advertising"

Say:

GORDON G. HURT
*Director of Merchandising
 and Advertising*
 Norge Division,
 Borg-Warner Corporation

PAUL E. KELLY
*Vice-President and Account
 Executive, Norge Home
 Appliances*
 Donahue & Coe, Inc.

"Advertising Age fulfills a vital role in keeping us up to the minute, sparking ideas, keeping us abreast of news breaking a mile a minute. In the doing, Ad Age performs a tremendous service for the home appliance industry and those of us in its marketing phase—sometimes called the 'profession of immediacy.' For agency and client alike, Ad Age is the ticker tape of the advertising world."



MR. KELLY

MR. HURT

GORDON G. HURT is responsible for a total Norge home appliance advertising and merchandising effort of nearly \$10,000,000 a year. Before joining Norge in 1957, he was an account executive with Maxon, Inc., for three years. From 1947 to 1954, he was associated with the Hotpoint Company, where he held several positions, including that of advertising manager in charge of major appliances.

PAUL E. KELLY, also a Maxon alumnus, served that agency as an account executive from 1948 to 1955. His earlier agency associations include Tatham-Laird (account executive and office manager) and Young & Rubicam (traffic and production manager). Prior to coming to Donahue & Coe in 1957, he was advertising and sales manager for the Lake Shore Division, Electrographic Corp., for two years.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
 480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

ABC ABC NBP 1 Year (52 issues) \$3

4-COUNTY POPULATION

★★ THE DENVER POST

The Voice of the Rocky Mountain Empire
Denver, Colo.—Climate Capital of the World

Vol. 67, No. 121

Housing Project Approved



DENVER'S \$33 MILLION SUPERHIGHWAY OPEN NONSTOP ACROSS TOWN

Expansion Planned By PSC

Public Service Co. of Colorado will spend more than \$34 million for construction of new facilities in 1959, President John E. Loiseau announced.

During the next five years, he revealed, the company expects to spend \$175 million to meet present customers' increased use of natural gas and electricity and supply new requirements as a result of area growth.

732 Acres Purchased For 2,300 New Homes

By HARRY WALKER
Denver Post Staff Writer
Purchase of 732 acres for a housing development involving up to 2,300 homes and \$35 million value northwest of Denver, was announced by W. P. Francis, Denver builder, through his Valley Vista Development Corp.

The land was sold by a group of Denver and Wyoming interests for \$1,775,000, and includes a 40-acre commercial area to be developed as a shopping center.

Sellers were Southmoor Real-estate Co., owned by Garrett-Brom-

thur E. Johnson, board chairman for Argo Oil Corp.; Charles F. Smith, president of Financial Industrial Fund; and the Jones-Wyoming Co.

The land lies north of the Denver-Boulder Turnpike between the Valley Highway and Zuni St., and extends from the Turnpike to W. 84th Ave., south of Thornton and adjacent to Western Hills.

SHOW HOUSES UNDERWAY

William Horton, of the real estate firm of Bennett Horton, Inc., who represented the purchasers in the deal, said Francis Co. already has

site for a school and church. A Lutheran school will be included in the subdivision, and plans also have been made for public parks, Horton said.

The homes will be of brick, with two and three bedrooms and basements. Prices will be from \$11,000 to \$17,000.

Contractor Francis came to Denver two years ago from Tulsa, Okla., his birthplace, where he had built many houses. Since arriving he has built several hundred homes in Littleton and Westminster.

Horton said he believes the Valley Vista development will

\$1 Billion Tourist Trade

By BOB
Denver Post
Dan Thornton, Colorado governor, 1958 had reached a mark in its quest for a dollar tourist trade.

Thornton spoke at a meeting of the Bureau at the time. He is re-elected bureau chairman of Art Bazata, Thornton said he believes the Colorado did a

POPULATION SWELLS

POST

HOME EDITION

5 Cents, 72 Pages

833,700 Living in City Area

Population of the four-county Denver metropolitan area has soared to 833,700, an increase of 47.9 pct. over the 1950 U. S. census.

And the Denver area will pass the 900,000 mark in 1960 as its population mounts to an inevitable 1 million by 1965.

The Denver Chamber of Commerce released these figures in the semi-annual population survey conducted by its bureau of business research.

Actually, the report revealed, the Denver metropolitan area now is home for more than 871,000 persons. The 37,250 population of Boulder County was not included in the estimate, although when the 1960 federal census is taken it will be for the first time.

The Chamber of Commerce estimate, based on a scientific formula, shows the population in Greater Denver has increased by 269,868 persons since the 1950 federal nose count total of 563,832.

The report showed clearly that the area's steady population climb continued unabated during this summer's national recession and is continuing at a rate of about 2,600 persons a month, some 1,500 of whom are newcomers and the rest the normal increase of births over deaths.

The Chamber's report shows an area population gain of 34,900 or 4.4 pct. since the business research made its report a year ago.

Adams County is the fastest growing sector of the metropolitan area, the report said. A total of 94,400 people were living in the county on Oct. 1, an increase of 51,166 or 134.6 pct. in the last year.

Most of the Adams County population increase is centered

Approved

\$12 Million Air Force Program Disclosed

By GEORGE McWILLIAMS
Denver Post Staff Writer

Plans have been announced for a \$12 million Capehart housing project at Lowry Air Force Base to keep pace with missile training and other expanded programs that will nearly double the installation's manpower.

Maj. Gen. Eugene P. Mussett, Lowry commander, said the Denver project has been approved by Air Secretary James H. Douglas and the Denver field office of the Federal Housing Administration.

It must still be approved by the Defense Department and congressional action extending through fiscal 1960 the Capehart Act which authorizes housing for military.

The project would provide 760 two-, three- and four-bedroom family units for airmen and junior officers at an average cost of \$16,200 per unit.

A site for the housing project has not been announced and final selection will be up to the Defense Department and the Air Force. If possible, the project will be built on federal land.

2 SITES CONSIDERED

Some of the units may be built on Lowry property and some on government land adjacent to the base, possibly the bombing range southeast of Lowry where the Air Force will construct a \$100 million launching site for the Titan intercontinental ballistic missile.

Funds for the project will come out of the military program.

7 Pct. Rise In Business Predicted

An increase of 7 pct. in total business volume in Colorado for 1959 was forecast Monday by Walter K. Koch, president of the Mountain States Telephone & Telegraph Co.

Koch also predicted that by 1960 personal income in Colorado should be very close to \$4 billion, an increase of half a billion dollars over 1958.

The Mountain States T&T president made these forecasts at a five-man clinic on business conditions at the closing session of the Colorado State Chamber of Commerce convention in Denver.

CIRCULATION
Evening, except Saturday . . . 251,880
Sunday . . . 338,237
Empire Magazine and Comics. 369,905
A.B.C. Publisher's Statement
March 31, 1958

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

one of America's Great Newspapers
with the power to move mountains
... of merchandise

lion
st
e Aim

TONSING
Staff Writer
n, former Col
said Colorado
ned the one-
est for a b
industry.
oke at the an
Colorado Visi
Cosmopolitan H
iring president of
and was elected
he board for 1959.
Denver public rela-
t, was elected bu-
t.
aid in 1958 Colo-
remarkable" \$300
ness a \$6

Bazarr
rado Visitors B
and Raymond D. Sloan, western
division manager, Carter Oil
mining.

Arapahoe County's population
is set at 99,300, an increase of
5,700 over last year and 90.5

PHOTOGRAPHIC REVIEW OF THE WEEK



RETIRED—When Cleaver-Brooks Co., Milwaukee, donated its calliope to the new Circus World Museum at Baraboo, Wis., it ended an "unusual and successful promotion campaign." Cleaver-Brooks used the "America," built in 1903 for Barnum & Bailey and acquired by Cleaver-Brooks in 1952, to promote its steam generating equipment. Here the unit gets a last cleaning.



Roberts Jacobs Schneider

GONE WEST—OR JUST GONE?—Cactus (Jack) Roberts, Cliff (Hanger) Jacobs, marketing director of Mattel Toys, and Spider (Cy) Schneider, pause during the shooting of tv commercials for Mattel's cross-draw holster and Fanner 50 smoking cap pistol. Mr. Roberts and Mr. Schneider, of Carson/Roberts/Inc., Mattel agency, played actual roles in the film, along with the professionals used.



PROMOTER—As "Miss Paramount Week," Sandy Warner will reign the week of Jan. 5 when KNXT, Los Angeles, will present 12 pictures to mark its acquisition of a new library of Paramount pictures.



REALISTIC—This Christmas tree display for Canada Dry Corp. can be folded up again and held for next year. Continental Lithographers Inc., St. Louis, designed and produced the tree.



Crawford Kobayashi Reed

ACADEMIC WORLD—Prof. Tasaburo Kobayashi of Tokyo's Waseda University visits Michigan State University and meets with John W. Crawford, head of MSU's department of advertising, and Vergil Reed, professor of marketing. Prof. Kobayashi, author of the leading Japanese textbook on advertising, is here to study U. S. methods of advertising education.



Cooper Pearl Stapp Kilpatrick

CELEBRANTS—On hand to help mark the 1,000th broadcast of the "Grand Ole Opry" over NBC Radio were: Bob Cooper, WSM, Nashville, where the show originates; Minnie Pearl, comedienne; W. D. Kilpatrick, producer; and Jack Stapp, William Esty producer on the program, which Prince Albert Tobacco has sponsored for the last 14 years.



ASTROLOGY—Raleigh Lithograph Corp., New York, is mailing out 1,000 of these leather-bound calendars featuring humorous versions of the Signs of the Zodiac.

Del Monte Pineapple SUN FEST
At grocery stores Jan. 12 to 21

AND NOW BEING FEATURED AT YOUR GROCERY!

DEL MONTE pineapple preserves—serving with fresh bread, cheese—in a special promotion at your grocery store. (See ad for more ways to enjoy Del Monte.) DEL MONTE Pineapple can also serve quickly to freshen up any table at dining table with DEL MONTE whole pineapples.

JUST TURN PAGE

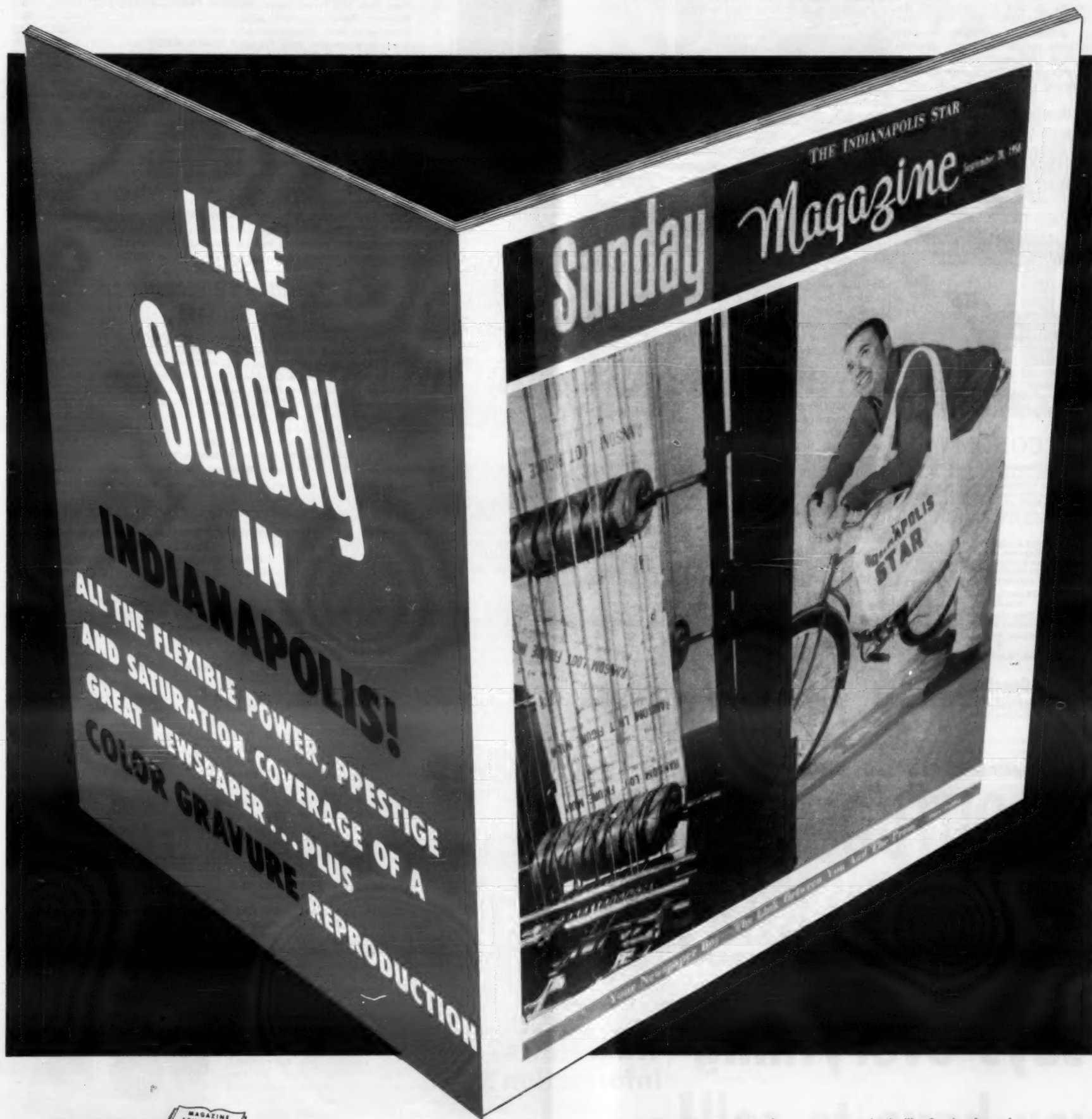


Head Harrison McCool

INAUGURAL—Ralph Head, vp and director of marketing, and Maggie Harrison, merchandising specialist, Batten, Barton, Durstine & Osborn, and Richard McCool, executive secretary, Premium Advertising Assn. of America, view exhibits as premium items and ideas went on display in BBDO's first annual premium exhibit for employees.

"MORNING, NOON & NIGHT"—California Packing Co. will promote its Del Monte pineapple with this three-page color ad in Life, Jan. 19. Tie-in products are Quaker Oats, Jell-O, Nabisco's Oreo cookies and Kraft cheese. McCann-Erickson, San Francisco, is the Del Monte agency.

the **ONLY WAY** to get Magazine Coverage Market by Market
 —**WHEN** and **WHERE** you want it—is with
LOCALLY EDITED GRAVURE MAGAZINES...



LIKE
Sunday
IN
INDIANAPOLIS!
 ALL THE FLEXIBLE POWER, PRESTIGE
 AND SATURATION COVERAGE OF A
 GREAT NEWSPAPER... PLUS
COLOR GRAVURE REPRODUCTION



- Akron Beacon Journal
- Louisville Courier-Journal
- Atlanta Journal and Constitution
- Newark News
- Columbus Dispatch
- New Orleans Times-Picayune, Dixie Roto
- Denver Post
- Phoenix Arizona Republic
- Houston Chronicle
- St. Louis Globe Democrat
- Indianapolis Star
- Toledo Blade

12 of the best of the 52 Home Edited, Gravure Magazines
 by which you can reach any part or all of the nation

Robinson Names Two

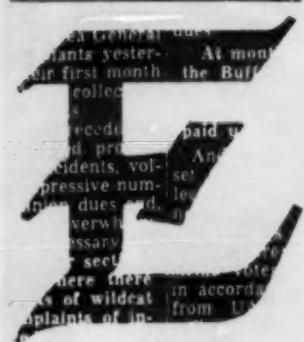
Robinson Advertising Agency, Muncie, Ind., has named Robert L. Stassen exec vp and Howard A. Crum vp and creative director. Mr. Stassen will act as account supervisor and director of the plans board, and will be in charge of new business activities.

'Dispatch' Names Sands

Bob Sands has been named assistant to the publisher of the *Dispatch*, Moline, Ill., and will head a new department created to handle public relations, promotion and internal relations. He formerly was a reporter for the newspaper.

Animation Moves Offices

Animation Inc., creator of animated tv commercials and feature film specialties, has moved to its own \$100,000 studio at 736 N. Seward St., Hollywood.



ECONOMY

FOR ECONOMY—for more advertising for your dollar concentrated on those with more dollars to spend—use the *Morning Courier-Express* to reach 45.9% of the families in ABC Buffalo—and more than 1/3 of those in the 8-County Western New York Market.

FOR SATURATION use the *Sunday Courier-Express*, the state's largest newspaper outside of Manhattan, to blanket the 482,108 families in Buffalo and the 8 surrounding counties.

POP COLOR available both daily and Sunday
 Member: Metro Sunday Comics and Sunday Magazine Networks
 Representatives: Seclero, Meeker & Scott
 Pacific Coast: Doyle & Hawley

Buffalo Courier-Express

Western New York's Only Morning and Sunday Newspaper

Dredge Swamps for Profit, Says Ellicott Campaign

BALTIMORE, Dec. 8—An ad campaign urging that useless swamp land can be turned into valuable real estate has worked so well for Ellicott Machinery Corp., reportedly the world's largest exclusive manufacturer of dredges, that the drive will be expanded in 1959.

Zachary H. Jaquett, Ellicott advertising manager, told ADVERTISING AGE that when the manufacturer, which has been producing most of the world's dredges for the past 74 years, decided to market a line of smaller dredging units, called Dragons, comprehensive advertising plans were formulated to maintain Ellicott's sales position.

O. S. Tyson & Co., New York, handles Ellicott's advertising and marketing.

Markets already being covered by the dredge manufacturer included the fields of real estate land reclamation, highway construction, mosquito control, waterway harbor and port work and sand and gravel operations.

Research revealed that as a result of the current real estate boom and need for more land in populated areas, previously useless swamps could be reclaimed and developed, thus furnishing a new potential market for construction equipment manufacturers, builders and the entire real estate industry.

Ellicott decided to promote its Dragon line as a money making scheme by creating interest among land developers in recovering and reclaiming low-cost land. The company developed a brochure, "Turning Swamps into Dollars." An advertising campaign was undertaken to attract requests for the brochure.

The brochure reveals how in many instances swamplands can be bought for private development at less than 5% of their potential value when developed and market-ready. Examples, illustrations and technical data are used to explain how useless muck lands and



swamps can be purchased cheaply in high-cost real estate boom areas and converted into building sites.

The advertising schedule for "Turning Swamps into Dollars" included three weekly small-space ads in the *Wall Street Journal*; two-column 20-line weekly ads in four Sunday editions of the *Miami Herald*, *Tampa Tribune* and *Jacksonville Times Union*; assorted ads and publicity in *American Builder*, *Building Products*, *Construction Methods & Equipment and House & Home*; and ads in the Latin circulated publications *Vision and Construcción*.

To date, the ad schedule has resulted in 1,061 requests for the brochure. Mr. Jaquett said that heavier schedules will continue in all of the same publications, plus *Engineering News Record* and *Obras & Martimas*, a Mexican department of public works magazine.

The Dragon and other models are also being promoted through Ellicott's own publication, "Dredging Progress," a quarterly being published for the first year and going out to a worldwide mailing list of 1,800.

Mr. Jaquett also reported that he has recently returned from a trip to Europe, in line with Ellicott's plans for foreign offices and advertising. Ellicott subsidiaries include: Ellicott Fabricators, Baltimore; Baltimore Foundry & Machinery Corp.; McConway & Torley Corp., Pittsburgh; Draques Ellicott France, Paris; and Ellicott de Mexico.

Ellicott Machine Corp. first attracted fame when it designed special dredging equipment to build and maintain the Panama Canal. #

Howland Joins Chilton

Lyons M. Howland, formerly of National Analysts Inc., has been appointed merchandising research division manager of Chilton Co.'s research department, Philadelphia.

Stillman Joins Sales Staff

Charles J. Stillman Jr., formerly sales manager of Tide, has joined the executive sales staff of *Gentlemen's Quarterly*, New York.

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

Burrelle's Est. 1888
 PRESS CLIPPING BUREAU
 165 Church St., New York 7, N. Y.
 Phone BR 4-5371
 14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
 1458 N. Crescent Heights Blvd., Los Angeles 46
 Phone OLdfield 6-0304

ARB Network TV Ratings

Week of Nov. 5-11, 1958

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	46.4
2	Wagon Train (Ford, National Biscuit Co., NBC)	38.4
3	The Real McCoys (Sylvania, ABC)	37.3
4	I've Got A Secret (R. J. Reynolds, CBS)	36.6
5	You Bet Your Life (Lever, Toni, NBC)	35.2
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.1
7	Maverick (Kaiser, Drackett, ABC)	35.1
8	Perry Como Show (Several sponsors, NBC)	34.5
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	34.5
10	Red Skelton (S. C. Johnson, Pet Milk, CBS)	33.8

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	48,450
2	Wagon Train (National Biscuit Co., Ford, NBC)	44,260
3	Perry Como Show (Several sponsors, NBC)	40,560
4	Chevy Show—Roy Rogers (Chevrolet, NBC)	40,220
5	Maverick (Kaiser, Drackett, ABC)	39,960
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	38,480
7	The Real McCoys (Sylvania, ABC)	37,590
8	Perry Mason (Several sponsors, CBS)	36,510
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	36,130
10	Lassie (Campbell Soup, CBS)	35,840

* Percentage of homes reached in markets where show appeared.
 ** Total number of persons viewing program.

Trendex TV Ratings

Dec. 1-7, 1958

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	35.7
2	Perry Como Show (Several sponsors, NBC)	32.8
3	Loretta Young (Procter & Gamble, NBC)	32.6
4	Lucy-Desi (Westinghouse, CBS)	31.7
5	The Rifleman (Miles Lab., Procter & Gamble, Ralston, ABC)	30.6
6	Maverick (Kaiser, Drackett, ABC)	30.2
7	Wagon Train (Ford, Nabisco)	30.0
8	Danny Thomas Show (General Foods, CBS)	28.3
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	27.8
10	Have Gun, Will Travel (Lever, Whitehall, CBS)	27.4

* Ratings are based on one "live" broadcast during the week of Dec. 1-7, 1958.

Rubber Co. Boosts Clark

R. T. Clark has been named manager of advertising and sales promotion of Mishawaka Rubber Co., Mishawaka, Ind., manufacturer of Red Ball footwear. Formerly assistant manager, Mr. Clark succeeds L. S. Taggart, who retired as director of advertising and sales promotion after 24 years as head of the company's ad department.

Pool Corp. Boosts Two

International Swimming Pool Corp., White Plains, N.Y., has promoted Robert D. Putman, formerly vp and director of marketing, to exec vp in charge of the marketing division. Named exec vp in charge of the communications division is Richard J. Wall, formerly vp of advertising, sales promotion and public relations.

Smith Gets Standard Post

Amos K. Smith has been named manager of sales promotion and the sales training department of Standard Oil Co. (Indiana), Chicago, a new position. He formerly was marketing manager for the northern sales region in Milwaukee, where he will be succeeded by Lawrence B. Kelly, operations manager for the region.

Alexander Signs Film Pact

Alexander Film Co., Colorado Springs, film producer and distributor, has signed an agreement with France-Ecrans, Paris, for the distribution of French-produced theater commercials in the U.S. In addition to its own films, the French company will buy from other European sources films acceptable to the U.S. market.

Sheraton Buys in Honolulu

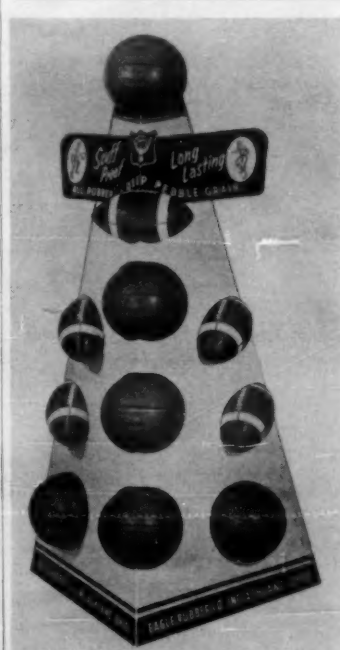
Matson Navigation Co., San Francisco, has approved the sale of four Honolulu hotels to the Sheraton Corp. of America. The hotels, Royal Hawaiian, Princess Kaiulani, Moana and Surf Rider, are all located in the Waikiki Beach area.

Wade, Woodward & Whitman Formed; Adds Sperry Account

Van Lear Woodward Associates, Westport, has been incorporated as Wade, Woodward & Whitman and has added Sperry Products Inc. and its division, Sperry Rail Service, as a new account. The company was formerly with Hazard Advertising.

Nicosia Adds Account

American Adhesive Co., Brooklyn, has named William Nicosia Advertising, New York, to handle its advertising.



HAVE A BALL—Eagle Rubber Co., Ashland, O., is using this store dispenser for its line of footballs and basketballs. The one-piece display, designed by the Mansfield (O.) division of Stone Container Corp., is shipped with ten basketballs and five footballs as a special Eagle promotion.

OUTDOOR ADVERTISING

says everything you have to sell!

OUTDOOR ADVERTISING INC.
 NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA
 BOSTON • CHICAGO • DALLAS • DETROIT • HOUSTON
 LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO
 SEATTLE



Spaulding Sees Hotter Rivalry in Hard Goods Field

CHICAGO, Dec. 16—John F. Spaulding, new president of Skil Corp., Chicago portable power tool manufacturer, last week outlined some rigorous marketing conditions he expects will prevail in 1959—then detailed how Skil has planned to meet the challenge with its new 500 line of do-it-yourself tools, to be marketed in January.

Talking before the Chicago Business Publications Assn., Mr. Spaulding asserted that those who were perplexed by competitive conditions in 1958 "haven't seen anything yet"—but they will in 1959.

■ Hard goods, hit by the recession, he said, are going to fight hard for their share of the predicted 1959 gross national product of \$472 billion. This, he said, will mean tighter competition, greater cost reduction efforts and a generally tough year for marketing.

The extent to which hard goods companies succeed in regaining their volume, he said, will depend on the intensity of their concern with three marketing fundamentals: coverage, penetration and innovation.

It is in the coverage phase that business papers face their greatest challenge in the immediate future, Mr. Spaulding said. Skil's business publication lineup, he said, is expected to handle 50% of Skil's market coverage job in 1959, compared with 25% in previous years. Mr. Spaulding indicated he believes business papers generally will have to take on similar new responsibility.

■ "Innovation in 1959 will spell the difference between profit and loss," Mr. Spaulding continued. Innovations, he said, can be in the product itself, in a new finish, a new packaging, a new price or in new product uses. "It's the newness of something in some way that attracts buyers," he added.

An example of innovation, Mr. Spaulding said, is Skil's new 500 line of do-it-yourself tools specially planned for maximum turnover at retail. The line uses a minimum of pieces to provide the 14 most popular tools with the do-it-yourself trade. The pieces also feature new finishing and a new packaging more suitably designed for dealers' shelves.

■ The line will be introduced to Skil's sales force during January and will be announced generally in February in four-page ads in *American Lumberman*, *Building Supply News*, *Hardware Age* and *Hardware Retailer*. Color spreads in these publications throughout the year will continue the promotion to dealers.

Consumer advertising will begin in March with an ad in *The Saturday Evening Post*. Other consumer publications will be added to the schedule as the year progresses.

■ Skil spends about \$500,000 annually on advertising, including efforts for both its do-it-yourself market and its industrial markets. Fuller & Smith & Ross handles the account.

Skil's 500 line represents the first major marketing effort by Skil in which Mr. Spaulding, its new president, has had a hand. He joined Skil as president Sept. 1 following 32 years with Black & Decker, Towson, Md., a portable electric tool manufacturer. He was Black & Decker's vp and general manager from 1950 until he joined Skil. #

D'Arcy Adds Five in N. Y.

D'Arcy Advertising Co., New York, has named three persons to its copy staff. They are John G. Avildsen, formerly with the Lansdale Co.; Allan Hirshfeld, returning to the agency from Batten, Barton, Durstine & Osborn, and Marianne M. Bernabo, previously with Benton & Bowles. D'Arcy also has named Charles E. Wilson, formerly advertising research manager of Esso Standard Oil Co., a project research director and John K. Davies, previously with Market Planning Corp., a McCann-Erickson subsidiary, a research account executive.

B.S.B. Labs Appoints Scott

B.S.B. Laboratories, Tulsa, Okla., and its distributor, Merchandise Service, Chicago, have appointed R. Jack Scott Inc., Chicago, to handle advertising for B.S.B.'s 20/20 professional eye medication. Test marketing on 20/20 has been carried on in the Southwest, and eventual national distribution of the product is planned.



USEFUL—Both *McCall's* and *Better Homes & Gardens* are bringing out displays for supermarkets which make the magazines easily available and also promote food products mentioned in the magazines.



Kinney Joins Evansville Daily

Kenneth R. Kinney has been named promotion manager of the *Courier and Press*, Evansville, Ind. He will supervise promotional ac-

tivities for the advertising, circulation and editorial departments. Mr. Kinney formerly was on the promotion staff of the *Des Moines Register & Tribune*.

Catamaran Appoints Wittner

Catamaran Corp. of America, Kansas City, designer and manufacturer of catamaran (twin hull) pleasure boats, both sail and power, has appointed Fred Wittner Advertising, New York, as its first advertising and public relations agency. Initial promotion will be on the company's first stock 12-foot model, the Tiki.

Firestone Promotes Brubaker

A. E. (Scotty) Brubaker has been named director of public relations of Firestone Tire & Rubber Co., Akron. Mr. Brubaker, who joined the company 17 years ago, leaves the post of retail advertising manager to take the new position.

DO YOU WANT THE ACCOUNT? ... Reach for BRAD-VERN'S!

Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers. Write: V. H. Van Diver, Sr., Woolford, Md. Phone: Cambridge 171 or 2980.



In Florida...billions in buying power!



Billions of dollars are ringing up in the cash registers of Florida's retail stores creating new records in consumer spending!

1957 Retail Sales—\$5,892,159,000!

Add the everyday buying power of the 144,000 new residents who have moved into Florida in the first 11 months of 1958, and you get some idea of the basic sales opportunity in The Sunshine State.

More payrolls—more tourist dollars!

During the first half of 1958, Florida gained 296 new industrial plants or major expansions, providing new year 'round paychecks for 10,059 Floridians.

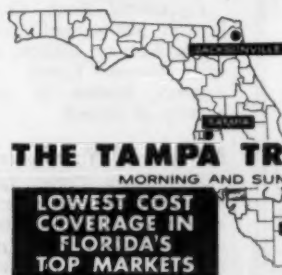
Last year, Florida's more than 8 million vacationers spent an estimated \$1.3 billion. Conservative estimates indicate that tourist spending this year will exceed that figure by 20%!

Profit by Florida's exciting growth!

More people, more industry, more tourists mean more sales. Get your share!

You can reach the three key market areas of this exciting profit-market—at lowest cost—with Florida's three big morning dailies—The Miami Herald, Florida Times-Union and The Tampa Tribune and Times.

Want more facts? Write us!



FLORIDA TIMES-UNION
JACKSONVILLE

THE TAMPA TRIBUNE • THE TAMPA TIMES
MORNING AND SUNDAY EVENING TAMPA

THE MIAMI HERALD
MIAMI

REPRESENTED NATIONALLY BY:

The Katz Agency, Inc.

Sawyer-Ferguson-Walker Co.

Story, Brooks & Finley, Inc.

LOWEST COST COVERAGE IN FLORIDA'S TOP MARKETS

Paine, Webber to Albert Frank
Paine, Webber, Jackson & Curtis, New York investment banker and broker, has appointed Albert Frank-Guenther Law, New York, to handle its advertising. Doremus Co. is the previous agency. The company has started a series of 3 to 5-column newspaper ads in 35 dailies. Smaller ads will appear in other cities. The new ads feature testimonials of what Paine, Webber's investment service has meant to its customers. Each is identified by name and photograph. This newspaper campaign is in addition to its regular trade paper and radio advertising.

Seagram Boosts Tabbat

Bernard Tabbat, director of marketing of Seagram Distillers Co., New York, since 1955, has been promoted to western division manager, effective Jan. 1. He will make his headquarters in Los Angeles. Harry Herschberg remains as vp in charge of the company's western division.

Admen Urged to Research Heart, Mind of Buyer

CLEVELAND, Dec. 16—Advertisers need to do more exploring of "inner space"—discovering everything that goes on inside the consumer's heart and mind.

This was urged by John M. Shaw, assistant vp for merchandising, American Telephone & Telegraph Co., who would like to see advertisers put \$100,000,000 into the research next year.

In a speech at the Cleveland Advertising Club's advertising performance awards lunch, Mr. Shaw said:

"In 1959 American business will probably spend more than \$10 billion for advertising. If we set aside only 1% of it we could have \$100,000,000 for experimenting with techniques of marketing and advertising measurement."

■ Asking why it would be important, Mr. Shaw answered:

"As a prudent buyer of advertising I must know the circulation of the newspaper in which my ad appears and the size of the audience that sees my tv spot. This is possible thanks to the Audit Bureau of Circulations and the rating services.

"But I must also know whether the ad was read and the spot was seen. Also, whether the ad was understood as I meant it to be and whether the tv spot was distinguishable from its surrounding entertainment—and was retained in the mind of the viewer."

■ Then, Mr. Shaw said he wants to be assured the reader and viewer were "favorably disposed"



RED TAG—Kroehler Mfg. Co., Naperville, Ill., has designated a wide range of furniture for its "Red Tag values" promotion beginning in February. Color spreads will run in Life Feb. 23, The Saturday Evening Post Feb. 28 and the March issues of House Beautiful and Living for Young Homemakers. Henri, Hurst & McDonald, Chicago, is the agency.

toward his message.

"I must know that action was taken, that the ad resulted in a profit sufficient to justify the advertising outlay," he said.

Mr. Shaw said everyone is agreed that a business, in order to succeed, must be guided by what the customer wants.

"But what does the customer want first—and most?"

The process for determining this, Mr. Shaw said, "is just as scientific as the designing or supplying of the wants after you know what they are. We really don't know what the public wants until we can express it in numbers."

■ Mr. Shaw said he is glad to note that advertisers and their agencies are becoming more aware "of the need for basic research in the social sciences. Management is finding out that marketing is its baby, too, and is becoming more willing to use integrated organization and scientific precision to get accurate answers to marketing questions."

He said his own company, AT&T, recently set up a "well-manned group" to study the wants and needs of customers, to develop the devices and services suggested by the studies and to test them for price and introduction and how to advertise and sell them.

■ "You already see the results of this work. There are new designs and colors for telephones in home and office and on the street. You will soon see other results," he said.

How quickly American business will fully accept sociological research and make it a marketing tool will depend, Mr. Shaw said,

"on how rapidly we—and you advertising men—can find practical and profitable uses for the techniques of the psychologist, the economist, the statistician, and social scientists in general." ■

Lennen & Newell Adds Two Divisions of Reynolds Metals

Lennen & Newell, Los Angeles, has been appointed to handle advertising for two divisions of Reynolds Metals Co., Richmond, Va.—the decorative foil division, producer of aluminum foil gift wraps, and the Arrow brands division, maker of aluminum products for the florist trade—both located in Los Angeles. Carson/Roberts formerly handled both divisions. The decorative foil division has set a \$500,000 budget for its first consumer drive in 1959. A series of color pages have been scheduled in Ladies' Home Journal, The New Yorker, Seventeen and Vogue, plus color ads in independent Sunday supplements.

The New York office of Buchanan & Co., which recently merged with Lennen & Newell (AA, Sept. 29), has been handling Reynolds consumer markets, packaging markets, building products and tv talent.

Westinghouse Uses Corporate Ad Style for Recruit Program

A corporate advertising technique is being adapted by Westinghouse Electric Corp. to the company's engineer recruiting program. Using 72 college engineering publications, Westinghouse is running a total of 13 advertisements on seven consecutive pages of one month's issue. A similar multiple ad technique has been used before in Time for corporate advertising. The ads outline some of the accomplishments of Westinghouse, such as the atomic reactor for the Nautilus; Rayescent lighting; mobile radar; high temperature metals; commercial atomic energy.

Final page of the series states that these accomplishments are typical of hundreds that offer graduate engineers a diversity of opportunity at Westinghouse. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.

Plymouth Rock Names Copley

Plymouth Rock Gelatine Co., Boston, has named Copley Advertising Agency, Boston, as its agency. Harold Lewis Advertising Agency, Boston, is the previous agency of record.

McCulloch Names Peterson

McCulloch Corp., Los Angeles, manufacturer of power chain saws, has named Carl A. Peterson to the new post of marketing manager. He formerly was market research manager.

Coming Conventions

- *Indicates first listing in this column.
- Dec. 28-30. American Marketing Assn., national winter conference, Morrison Hotel, Chicago.
- *Jan. 9, 1959. American Marketing Assn., Toronto chapter annual seminar (marketing for management), University of Toronto.
- Jan. 16-17, 1959. Mutual Advertising Agency Network, first quarterly business and workshop meeting, Plaza Hotel, New York.
- Jan. 19-21, 1959. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.
- Jan. 23-25, 1959. Advertising Assn. of the West, midwinter conference, San Jose, Cal.
- *Jan. 23-25, 1959. National Advertising Agency Network, eastern regional conference, Hotel Statler, Washington, D.C.
- Jan. 27, 1959. Magazine Publishers Assn., Midwest regional convention, Sheraton Hotel, Chicago.
- Jan. 29, 1959. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Pierre, New York.
- Feb. 15-17, 1959. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.
- Feb. 26-28, 1959. Illinois Daily Newspaper Markets, local and national advertising managers workshop clinics, Leland Hotel, Springfield, Ill.
- March 3-3, 1959. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.
- March 5-6, 1959. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.
- March 5-6, 1959. Magazine Publishers Assn., Public Affairs Council, Sheraton Park Hotel, Washington, D. C.
- March 24-26, 1959. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.
- April 5-8, 1959. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.
- April 7, 1959. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.
- April 12-14, 1959. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.
- April 12-16, 1959. National Business Publications, annual spring meeting, Jockake and Paradise Inns, Phoenix, Ariz.
- April 20-23, 1959. Bureau of Advertising, American Newspaper Publishers Assn., Waldorf-Astoria, New York.
- April 29-30, 1959. International Advertising Assn., annual convention, Hotel Roosevelt, New York.
- April 30-May 3, 1959. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.
- *May 4-6, 1959. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.
- May 17-20, 1959. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.
- May 20-23, 1959. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.
- May 24-27, 1959. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.
- June 7-10, 1959. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.
- June 8-11, 1959. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.
- June 14-17, 1959. Newspaper Advertising Executives Assn., summer meeting, Ocean Forest Hotel, Myrtle Beach, S. C.
- June 14-17, 1959. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.
- June 28-July 2, 1959. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.
- Oct. 25-28, 1959. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

AM Station Group Formed; Seeks Name from Buyers

McGavren-Quinn, New York, radio and tv station representative, has formed a new radio station group to cover Connecticut. The group consists of WNHC, New Haven; WKNB, Hartford; WNAB, Bridgeport, and WATV, Waterbury.

McGavren-Quinn has invited time buyers and media directors in New York agencies to help find a name for the Connecticut group. The winner of the contest will get a trip for two to Hawaii.

Allman Agency Promotes 2

Wesley H. Farrell and James F. Land have been elected vps of Allman Co., Detroit. The two men have been account supervisors and will now serve also as members of the agency plans board.

Gateway to the MOON



100,000

Orlando Sentinel-Star
ASK BRANHAM



A Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 99% of the People

SELL LOUISVILLE FOR ALL IT'S WORTH!

**The Courier-Journal
THE LOUISVILLE TIMES**

393,614 DAILY COMBINATION • 313,034 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

On earth peace, good will toward men

Luke, 2:14



Detail of Botticelli's "NATIVITY" (around 1500)
London, National Gallery

LA PRESSE
FRENCH CANADA'S NATIONAL PUBLICATION

Ad 'Experts' in Top Management Flayed by RAB's Hardesty

CHICAGO, Dec. 16—Advertising will never reach maturity as a profession until it evolves a means to ignore self-styled advertising "experts" to be found in the top management of many companies, a radio ad executive asserted here last week.

John F. Hardesty, vp and general manager of the Radio Advertising Bureau, told the 54th annual convention of the International Assn. of Ice Cream Manufacturers that, "You don't become an advertising authority simply by reading newspapers, listening to radio or watching television.

"Many men who become executives fancy themselves as advertising experts," he charged, "even though they came up through engineering or some other unrelated field. Admen don't consider themselves engineers or accountants. Why should these men consider themselves communications experts?"

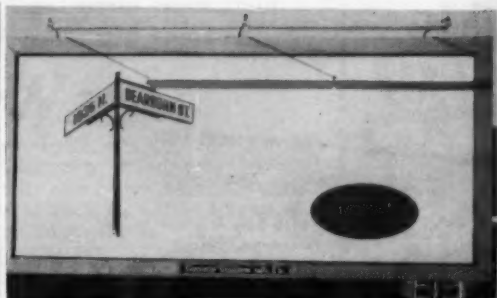
■ Directing his charges particularly at top management, Mr. Hardesty said: "The title 'president' does not in itself reflect ability to make sound advertising judgments.

"Too often," Mr. Hardesty asserted, "company presidents predicate advertising opinions on their own or their wives' media habits.

"Thus," he said, "agencies are put in the impossible position of trying to sell sensible media policies, arrived at through experience, to close-minded management." #

'Life en Espanol' to Launch Mexican Edition Next May

Life en Espanol, Spanish-language edition of Life, will begin



TEASER DRIVE—Lain & Son, Chicago funeral director and local outdoor advertiser since 1939, began a drive to announce its new fifth chapel with the teas-



er poster at left. Intrigued Chicagoans found out later that the signpost marked the site of the contemporary-styled chapel.

publishing a regional edition for Mexico next May. The edition will consist of the regular Spanish edition plus a special section on Mexico. Circulation "will exceed 100,000" and rates have been set at \$1,090 for a b&w page, \$1,560 for a full-color page.

James P. Clarendon will be advertising manager of the new edition. He has been on the sales staff of the Life international editions since 1954. Xavier Romero, Spanish advertising copywriter for Life en Espanol since 1952, has been named to the sales staff of the new edition.

Capitol Records Boosts Three

Following recent organizational changes of executive assignments at Capitol Records, Bill Tallant, new national merchandising administrator, has announced several promotions. Dick Rising, national sales promotion manager, becomes director of the merchandising department; Steve Auld, formerly head of the advertising production department, becomes director of advertising; Vic Rowland, former manager of press relations, is now director of press relations.

Cutler Will Head New EWRR Industrial Unit in Los Angeles

LOS ANGELES, Dec. 16—The frontier disappeared from here years ago, but the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan has served notice it has gone on the warpath to add a few more industrial accounts to its scalp belt.

The office here has formed a separate industrial division, "a new concept in agency organization," and the new division is looking for accounts "based anywhere from San Diego to the Canadian border." Donald G. Cutler, account supervisor, has been named manager of the new division.

According to Mr. Cutler, the new division will offer industrial accounts a specialized, selective serv-

ice, while continuing to draw on the agency's talent pool and international facilities.

The division starts off with the following accounts: Clary Corp.; Kin Tel Co.; Millivac Instruments Corp. and Massa Laboratories, divisions of Cohu Electronics; Gilfillan Bros., and Northrop Aircraft Co. #

Cory Snow Adds Sessions

Cory Snow Inc., Boston, has been appointed to direct advertising and sales promotion for Sessions Clock Co., Forestville, Conn., effective Jan. 2. Dancer-Fitzgerald-Sample, Chicago, handled advertising for Sessions for a few months while the company was a division of Alliance Mfg. Co., Alliance, O., a D-F-S account. Sessions became a part of Alliance last spring and separated again recently.



Donald G. Cutler

Nabisco, Ford Are Sponsors

In its Dec. 8 issue, ADVERTISING AGE erroneously listed Edsel and General Foods in the Nielsen tv rating as sponsors of "Cheyenne." The correct sponsors are Ford and National Biscuit Co.

Wyckoff Adds Salvation Army

Wyckoff & Associates, San Francisco, has been appointed to handle advertising for a Salvation Army annuity plan. Western headquarters of the Army, with the approval of the California state insurance commissioner, plans to write annuities for the western states, Alaska and Hawaii. With a budget of about \$20,000, the plan will be promoted through newspapers, magazines and direct mail using the theme "The Gift that Returns."

San Francisco Club Elects

Jack Wichert, national advertising and sales promotion manager of Schmidt Lithograph Co., San Francisco, has been elected president of the San Francisco chapter of the Sales Promotion Executives Assn. He succeeds Harry Dangler, Trans-World Airlines. Other officers elected include Bill Smith, Foster & Kleiser Co., 1st vp; Dave Plant, St. Francis Hotel, 2nd vp; Eleanor Lyons, Roos-Atkins, secretary, and Ron Roberts, Westinghouse Electric Co., treasurer.

JUST ASK FOR MARIE.. Call WAbash 2-86551

Let Marie handle your complete mailings—including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 25 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

OUR BEST WISHES

FOR A MERRY

Christmas



PARTRIDGE & ANDERSON COMPANY



Ralph Flynn

Flynn Resigns at Popular Science, Buys 'Salesman'

(Continued from Page 2)
 tinue its new quarters at 355 Lexington, an address to which Popular Science Publishing (*Outdoor Life*, *Popular Science Monthly*) recently moved. *American Salesman*, he said, will even have use of the former parent company's switchboard and reception room.

Mr. Flynn, who succeeded Godfrey Hammond as chief executive officer of Popular Science Publishing in January, '57, while Mr. Hammond continued as board chairman, will now be succeeded by Mr. Hammond. The latter has decided to come out of retirement until a permanent successor to Mr. Flynn can be named.

Mr. Flynn joined Popular Science Publishing from McGraw-Hill, where he had been publisher of *Electrical World* and other publications. #

Read Named Ad Manager

Robert O. Read Jr., since 1950 administrative assistant with American Tag Co., Belleville, N.J., has been appointed advertising and sales promotion manager.

Anybody interested in reaching high-income households?

The advertiser looking for a sure way to reach high income families now has an answer.

In the New York area a great new advertising medium is taking shape: a magazine specifically designed to give the advertising a most efficient means of getting his message each week before the homeowner who has money.

Not only get it there—but keep it there all week long!

The new magazine is TV Week, which will have an exclusive distribution system guaranteed to reach 150,000 of the highest income families in Greater New York. It will reach them at a rate you can't afford to miss. These families have an annual effective buying power of nearly \$2 billion.

With its proved editorial format, handy size and top-notch entertainment features, TV Week will attract attention—and hold it. With only 11 pages of advertising, every ad will be in the spotlight. If you're selling luxury goods, premium foods, automobiles, travel services, appliances, mail order specialties, or anything else that costs money, TV Week is your magazine.

See this smart new magazine for yourself. Write or phone today for a copy and rate card! Write or phone: J. Wendell Sether Associates Inc., advertising representatives, 15 East 40th St., New York 16, N. Y. Phone: Lexington 2-9450.

Mergers, Month by Month*

JANUARY

NAMES BEFORE MERGER	NAME AFTER MERGER
Sven Thornblad Sales Engineering Co., New York	F. P. Walther Jr. & Associates
F. P. Walther Jr. & Associates, Boston	
Fradkin Advertising	Cole, Fischer & Rogow (later unmerged)
Cole, Fischer & Rogow, New York	
Burke Dowling Adams Inc.	Adams-Allison Co., division, Burke Dowling
J. Howard Allison & Co., Atlanta	Adams Inc.
Silton Bros.	Silton Bros. Callaway Inc.
Callaway Associates, Boston	
Livingstone Porter Hicks, Detroit	Howell & Young
Howell & Young Advertising, Oak Park, Mich.	

FEBRUARY

Honig-Cooper Co., San Francisco	Honig-Cooper & Miner
Dan B. Miner Co.	
Abbott Kimball Co., New York	Grant Advertising
Grant Advertising	
Locke, Johnson & Co.	Stanfield, Johnson & Hill
Harold F. Stanfield Ltd., Toronto	
Picard-Marvin Inc.	Richard La Fond Advertising
Richard La Fond Advertising	
Copley Advertising	Copley Advertising
Robotham Advertising, Boston	
Marvin Gordon & Associates	Gordon & Hempstead
Henry M. Hempstead Co., Chicago	
Creative Marketing Associates, Berkeley	MacFarland Advertising
MacFarland Advertising, San Francisco	

MARCH

Lillar, Neal & Battle, Atlanta and New York	Lillar, Neal, Battle & Lindsey
Lindsey & Co., Richmond	
The Counsellors Group, Doylestown, Pa.	Gresh & Kramer
Gresh & Kramer, Philadelphia	
David G. Wolaver Advertising	Wolaver & Baldwin
Baldwin & Walker, Cleveland	

APRIL

Carvel, Nelson & Powell, Portland, Ore.	Compton Advertising
Compton Advertising	
Gerth-Pacific Advertising, San Francisco	Gerth, Brown, Clark & Elkus
Byron H. Brown & Staff, Los Angeles	
Clark & Elkus Advertising, Sacramento	

Abbott Kimball Co., San Francisco	Grant Advertising
Grant Advertising	
Burke Co., Seattle	Grant Advertising
Grant Advertising	

Julian R. Besel & Associates	Van Der Boom, Hunt McNaughton
Van Der Boom, Hunt McNaughton, Los Angeles	

Roland McCreary Advertising	Griffith Advertising
Griffith Advertising, St. Petersburg	

MAY

Kastor, Farrell, Chesley & Clifford	Kastor, Hilton, Chesley & Clifford
Hilton & Riggio, New York	

Klau-Van Pietersom-Dunlap, Milwaukee	Klau-Van Pietersom-Dunlap
Critchfield & Co., Chicago	

E. W. Shafer & Co.	MacFarland Advertising
MacFarland Advertising, San Francisco	

JUNE

Banning Co., Los Angeles	Reach, McClinton & Co.
Reach, McClinton & Co.	

Merchandising Factors, San Francisco	Lennen & Newell
Lennen & Newell	

Seklemian & North	Calkins & Holden
Calkins & Holden, New York	

Brooke, Smith, French & Dorrance of the Pacific Coast	Harris, Harlan, Wood division, Fletcher D. Richards Inc.
---	--

Harrington, Richards & Morgan division, San Francisco	Fletcher D. Richards Inc.
---	---------------------------

Randy Advertising, Toronto	Randy-Richards Advertising
Fletcher D. Richards Inc.	

NAMES BEFORE MERGER

NAME AFTER MERGER

C. B. Juneau Inc., Beverly Hills	Gage, Booth & West
Allen & Marshall Advertising, Los Angeles	

JULY

Goldthwaite-Smith Advertising, San Francisco	Compton Advertising
Compton Advertising	

Alfred L. Lino & Associates, St. Petersburg, Fla.	Alfred L. Lino & Associates
Fuchs, Zemp & Celander, Gulf Beaches, Fla.	

Cheshire Advertising	Bernard B. Schnitzer Inc.
Bernard B. Schnitzer Inc., Los Angeles	

AUGUST

Lennen & Newell	Lennen & Newell
C. L. Miller Co., New York	

Fradkin Advertising	Kameny Associates
Kameny Associates, New York	

Goodman Advertising	Goodman & Rouse
Stiller, Rouse & Hunt	

George Stiller and Dan Hunt of Stiller, Rouse & Hunt	Stiller-Hunt Advertising, Beverly Hills
--	---

H. M. Gardner & Associates	Dreyfus Co.
Dreyfus Co., Los Angeles	

SEPTEMBER

Buchanan & Co.	Lennen & Newell
Lennen & Newell, New York	

Charles J. Charney & Co.	Charles J. Charney & Co.
Carl S. Leeds Co., New York	

Heintz & Co.	Roy S. Durstine of California
Roy S. Durstine of California, San Francisco	

Posner-Zabin Advertising	Posner Zabin Loewy Stempel
Loewy-Stempel Advertising, New York	

Betteridge & Co.	Clark & Bobertz
Bingham Technical Advertising	
Castle-Werner	
Clark & Bobertz, Detroit	

OCTOBER

Peck Advertising, New York	Doner & Peck (in New York)
W. B. Doner & Co., Detroit	

Alfred J. Silberstein-Bert Goldsmith Inc., New York	North Advertising
North Advertising, Chicago	

Lee Dannelsy Co., Cleveland	Clark & Bobertz
John B. Hickox Inc., Cleveland	
Clark & Bobertz, Detroit	

W. Robert Mitchell Inc., New York	Davies, Mitchell & Voorhies
J. Voorhies Advertising, New York	

Bear Advertising & Associates, Los Angeles	Buss, Bear & Associates
R. H. Buss & Associates, Los Angeles	

NOVEMBER

Emil Mogul Co., New York	Mogul, Lewin, Williams & Saylor
Lewin, Williams & Saylor, New York	

J. R. Pershall Co., Chicago	Reach, McClinton & Pershall (in Chicago)
Reach, McClinton & Co., New York	

Hoffman & York, Milwaukee	Hoffman, York, Paulson & Gerlach
Paulson & Gerlach, Milwaukee	

DECEMBER

Kastor, Hilton, Chesley & Clifford, New York	Kastor, Hilton, Chesley, Clifford & Atherton
Atherton & Currier, New York	

Geyer Advertising, New York	Geyer, Morey, Madden & Ballard
Morey, Humm & Warwick, New York	

Keys, Madden & Jones, Chicago	Former names retained in respective cities
Danahue & Coe, New York	

Reach, McClinton & Co.	Reach, McClinton & Humphrey (in Boston)
H. B. Humphrey, Alley & Richards	

Gardner Advertising Co., St. Louis	Gardner Advertising Co.
Paris & Peart, New York	

* As used in this compilation, "mergers" also means affiliations, absorptions, acquisitions, purchases and other terms used by agencies joining forces.

Lever Ltd. Names R&E

Lever Bros. Ltd., Toronto, has appointed Kenyon & Eckhardt Ltd. to handle Canadian advertising for Jim Dandy, Lever's new household cleaner.

'TV Guide' Boosts Panitt

Merill Panitt, managing editor of *TV Guide*, Radnor, Pa., has been named editor. The post formerly was held by Walter H. Annenberg, president of Triangle Publications.

Merger Urge Becomes Mania as '58 Wanes

(Continued from Page 3)

major merger was Peck Advertising with W. B. Doner & Co. to form (in New York) Doner & Peck, also claimed to be a \$20,000,000 operation.

September's merger was Buchanan & Co. into Lennen & Newell. In August it was Lennen & Newell again, this time with C. L. Miller & Co. (L&N, incidentally, added more than \$20,000,000 in billings through mergers this year). Tracing through the first six months of 1958, the roster included Seklemian & North with Calkins & Holden (followed by an unsuccessful negotiation between the latter and Burke Dowling Adams); Kastor, Farrell, Chesley & Clifford with Hilton & Riggio to form Kastor, Hilton, Chesley & Clifford, reportedly an approximately \$15,000,000 outfit; Abbott Kimball Co. into Grant Advertising, and a West Coast acquisition creating Honig-Cooper & Miner (which then became Honig-Cooper, Harrington & Miner), reportedly in the \$14,000,000 range.

■ The list here is far from complete. Dozens of other mergers were effected the past 12 months. Not all could be classified as mergers. Some were "absorptions" or "consolidations" or "affiliations." Others were outright purchases. All were part of a trend to bigness in the agency business.

One AA source claimed that nearly half of all the 150-odd agencies billing more than \$5,000,000 are currently talking merger. Another said at least one of the "top ten" agencies is actively seeking a merger with which to shore up a branch operation.

Why Merge?

One man who has carved out a career for himself as a merger broker, Robert C. Durham, told a convention this fall that merger-upon-merger is the destiny of the agency business. Speaking before the western regional convention of the American Assn. of Advertising Agencies, Mr. Durham conceded that there will always be small specialized shops, but he listed five prevalent agency pains for which, he said, merger is the best prescription:

1. Tax inequities which hinder the building of surplus.
2. The money required to expand rising non-creative costs.
3. The need for service offices in principal cities.
4. The replacement of capital to buy out those who wish to retire.
5. The cost of training young people.

■ Mr. Durham thought the best profit picture was in the \$50,000,000-and-up billings category. Others say profits are best in the \$20,000,000-and-up classification.

There are exceptions to both premises. But there are fewer exceptions to the rule-of-thumb that the \$5,000,000-\$20,000,000 bracket is the toughest in which to make a profit. These are the agencies that need all the departments, specialists and services of giant operations—but don't have commensurate billings.

Aggravating their squeeze is the fact that many clients come into an agency, watch their sales mount as a result of the agency's hard work and performance, then start looking for a bigger-billing shop where the client's fattened new budget will be welcomed.

Not all mergers are successful. Often, the easiest ones to consummate are those bringing together agencies with unequal balance; the hardest ones are where the blue chips are even. In these un-

equal affairs, the smaller segment is inevitably digested by the big agency. But the business' face-saving tradition seldom allows acknowledgement of the cannibalism.

■ Many agencies which have dealt in mergers, successful and otherwise, have found that the biggest problems—after the obvious account conflicts—involve personalities, especially when two equal groups are uniting.

The table on the facing page, while still not complete, outlines the mergers discussed above and others. #

'Popular Science' Moves

Popular Science Publishing Co. has moved its office to 355 Lexington Ave., New York.

Lake Michigan

ADVERTISE HERE

on the **INDIANA EAST WEST TOLL ROAD**

LIMITED SPACES AVAILABLE
Phone or write

State Sign Co. INC

2840 W. FIFTH. Phone GARY IND. Tu. 54377



CHUCK WORCESTER, DIRECTOR OF NEWS AND PUBLIC AFFAIRS FOR WMT-TV, Cedar Rapids, Iowa, is screening "Sappy Homiens," an educational film produced for the American Cancer Society by UPA. He has been programming our films for some time. He says, "These films deserve Class 'A' time . . . they are of outstanding public service value. Their quality assures a maximum audience."

To help save lives is Chuck Worcester's prime motive in scheduling films from our large library. Program Directors agree that our films do a first-rate job of providing popular entertainment as they bring vital cancer facts into the home. We have free feature films suitable for varying time slots and audiences . . . daytime shows for women, evening shows for the family . . . all designed to alert your audience to the facts of life about cancer. For instance: "Sappy Homiens"—a cartoon film, humorous but hard-hitting, on the value of an annual health checkup; "Just by Chance"—a dramatic, moving documentary, narrated by Ruth Hussey, on the importance to women of breast self-examination; "Alexander Ten Spot"—part animation and part live, showing how the money your viewers contribute to our Crusade supports cancer research, public and professional education, and service to patients.

There are many more films. Use them . . . to fight cancer . . . to save lives. Contact the American Cancer Society Unit in your city for information about these free films, or write to:

AMERICAN CANCER SOCIETY
521 West 57th Street, New York 19, New York



You Ought to Know . . . H. G. Sawyer

Scotty Sawyer is pretty well known in the industrial advertising field. As vp of James Thomas Chirurg Co., Boston, he has been making controversial speeches and writing controversial articles on various aspects of the advertising business for 25 years.

He is a bundle of paradoxes. As a copywriter, he has been called one of the best technical copy men in the business, yet he has no technical background and no knack at all for things mechanical. As a research man, he distrusts research. He has probably done as much as any other individual to promote the use of advertising readership services by business paper publishers, yet he is a constant thorn in the side of the services because he believes that execution falls short of theory.

The one phase of agency operation in which he has had little ex-

perience is media-buying, yet, ironically, he has just been elected board chairman of the Business Publications Audit of Circulation.

■ His full name is Howard Gilmore Sawyer, but virtually everybody calls him Scotty, despite the fact he was born in Boston and has no Scottish antecedents or characteristics.

He, himself, chose the nickname during his college days while working his way through Brown University as a multiple announcer on several programs at Radio Station WJAR in Providence. That was in the early 1930s. There were more programs and spots than announcers to announce them so Scotty and his co-workers took assumed names as the occasion warranted. On a disk jockey program he always announced himself as Scotty Sawyer. The name caught on. People started calling him Scotty, and he's been stuck with it ever since.

But his college days were relatively short-lived. He got kicked out of Brown for several columns



"The purpose of advertising is usually to change somebody's mind."

accounts. Scotty wrote a couple of presentations for industrial accounts, using consumer advertising techniques, which Jim Chirurg used with more or less success. So Scotty went to work for the Chirurg agency in a small room furnished with a desk, a table, a typewriter and three kitchen chairs. The first year neither drew any salary. It was the depth of the depression in 1933.

So, in keeping with his paradoxical nature, Scotty got married. "I married for money," he says. "My wife was making \$18 a week."

■ Before long, however, the new agency got several accounts. Jim Chirurg was the outside man, and Scotty Sawyer did everything else. "Jim and I learned the agency business the hard way," Scotty says, "by trial and error, and by doing all the detail work ourselves." Within a year they moved to larger quarters, got some help and started to make money.

In 1945 the Chirurg agency opened its New York office. Scotty went down to New York and took charge of the copy department as copy director. He also took charge of the agency's newly organized facts division as manager.

"The facts division," Scotty explains, "was created to do more than research. Successful marketing takes place in an area between what the advertiser wants to accomplish and what the market potential is. The job of research is to find and define and learn all that can be learned about that area for a specific product. If advertising is to be successful the advertiser must understand his market and its viewpoint. The purpose of advertising usually is to change somebody's mind. That cannot be done unless you understand something of what is in the minds of the people you want to persuade."

■ "It is the purpose of our facts division to provide statistical information on a given market and also the viewpoint of the market. All of our advertising and marketing strategy has to pass the facts

division, which studies a market objectively, and how the people in that market area think, and how their thinking can be changed or influenced in favor of a product, which, of course, has to be worth while and advantageous to the people who will buy it."

During his six years in New York Scotty had physical and domestic troubles. He developed ulcers and was divorced. As a result of a variety of treatments and an extended period during which he took virtually little beside goat's milk and vitamin pills, Scotty is convinced that "You don't get rid of ulcers by drinking milk. You have to change your mental attitude."

He evidently did. Returning to Boston in 1951, he recuperated, and was married a second time in 1955. His second wife died of cancer the following year, and Scotty threw himself harder than ever



"You don't get rid of ulcers by drinking milk. You have to change your mental attitude."

into his work and took on more and more extra-curricular activities.

■ He has been active for many years in the Boston chapter of National Industrial Advertisers Assn., and is a former director. He is currently a director of the Boston chapter of the American Marketing Assn. He is on the committee to evaluate copy techniques of the Industrial Advertising Research Institute. He has been active in the Business Publications Audit and was elected its board chairman last month.

He has written hundreds of articles on advertising for various business papers, and has made hundreds of talks before advertis-

ing, publishing and trade groups. He also lectures on advertising and marketing at the Harvard Business School, Columbia University and the College of the City of New York.

He started an unusual organization called J-A-M, which means Jazz Ad Men. It maintains a club room and hi-fi equipment at the Hampshire House, Boston, and its 20 members, all advertising men, meet regularly to discuss and play jazz, and to listen to concerts of professional musicians who are invited to special jam sessions.

■ In addition, Scotty is still a sports fan both as participant and spectator. Every Sunday during the summer he pitches in a soft ball double header in Cambridge with a team called the Rendezvous Athletic Assn. He also still plays tennis and badminton, and took up



"I'm a night owl. I work best after dark."

golf last summer. He attends basketball and hockey games regularly, and afterwards invariably returns to his office to work.

"I'm a night owl," he says. "I work best after dark. Perhaps if I had a more normal home life," he admits, "I'd lead more normal hours, and probably would get as much done."

But as it is, he turns night into day, and seemingly gets as much done as two men without injuring his health. In addition, he finds time for his daughter Valerie, the child of his first marriage, who is now in her sophomore year at Bennington, and for Toby, the son of his second wife, whom he adopted, and who is now in his last year in grammar school.

■ Commenting on business paper audits, with which he is now closely involved as chairman of BPA, he says, "The big problem is to get advertisers to appreciate the value of a good audit."

On the matter of controlled vs. paid circulation, he declines to be agitated. "The issue," he says, "is more important to publishers' representatives, on the whole, than to advertisers. As an agency man, I believe business papers would benefit by having a single audit. Moreover, I'm inclined to think it's only a question of time until there is a single audit for all business papers."

"People are beginning to realize that the quality of the editorial content and the quality of the readership count for more than numerical statistics." #

Bank of America in Push

Johnson & Lewis Advertising, San Francisco, has built its current campaign for Bank of America's "Timeplan Loan" program around Santa Claus and the Christmas holiday, using posters, car cards, in-branch displays, newspaper ads and tv spots. The agency has placed the campaign in more than 100 newspapers and bought tv spots on 14 stations covering the San Francisco, Los Angeles and San Diego areas. A radio spot campaign featuring George Gobel will run on 100 stations in California.



"J," feeling Jolly

Because of the season,
Dons a Santa Claus suit
For a mighty good reason!

'Tis right before Christmas
And all through the land,
Hundreds of sponsors
Are feeling just grand!

Their spirits are high
And not from libation.
An increase in sales
Has caused their elation!

Hundreds of thousands
Of L.A. adults
Heard their commercials
And produced big results!

The Los Angeles station
Which did this big task
Was KHJ Radio.
"How?" You may ask.

KHJ's Foreground Sound
Is, simply, the answer.
No Santa, no sleigh,
No Dasher, no Prancer.

We hope we've helped you,
Or that we soon might!
Meanwhile, Merry Christmas
And to all a good night!

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



"A single audit for business papers is just a matter of time."

he wrote in the "Brown Daily Herald" demanding reorganization of the college administration, liberalization of the curriculum, more and better professors, and similar little changes. Refusing to retract or, as it was euphemistically called, listen to reason, he left the authorities no alternative but to expel him.

■ So he returned to Boston and started his career in the agency business as a copywriter for Wolcott & Holcomb. That agency at the time had the Birds Eye account, which Scotty describes as "a copywriter's dream." But the dream faded a few months later when General Foods Corp. bought Birds Eye and moved the account to New York. Shortly afterward the Boston agency was liquidated.

In the meantime, Scotty had become acquainted with James Thomas Chirurg, who was just starting out on his own as an industrial agency operator in need of

~~ABSOLUTELY~~ UNIQUE?

or, just how unique
can you get?

Take Farm Store Merchandising. It's the only publication with complete, exclusive service to more than 30,000 farm store owners. So, if Farm Store Merchandising isn't absolutely unique, what is?

For information, see BPRD Classification 44A or write:

**FARM
STORE
MERCHANDISING**

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.



PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
 - Prints 4 times as fast
 - Prints 2 sides in one operation
 - Prints and folds on press
 - Two colors at single-color prices
- CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
Franklin 6-6175

Nielsen Network TV Two Weeks Ending Nov. 22, 1958

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,444
2	Wagon Train (Ford, National Biscuit Co., NBC)	17,270
3	Shirley Temple's Storybook (National Dairy, Hills Bros., Breck, NBC)	16,269
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,834
5	Cheyenne (Several sponsors, ABC)	15,617
6	Perry Como Show (Several sponsors, NBC)	15,443
7	Maverick (Kaiser, Drackett, ABC)	14,703
8	Perry Mason (Several sponsors, CBS)	14,486
9	Ed Sullivan Show (Mercury, Kodak, CBS)	14,399
10	Danny Thomas Show (General Foods, CBS)	14,268

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.2
2	Wagon Train (Ford, National Biscuit Co., NBC)	40.6
3	Shirley Temple's Storybook (National Dairy, Hills Bros., Breck, NBC)	38.2
4	Cheyenne (Several sponsors, ABC)	37.8
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	37.3
6	Perry Como Show (Several sponsors, NBC)	36.2
7	Maverick (Kaiser, Drackett, ABC)	35.5
8	Perry Mason (Several sponsors, CBS)	34.2
9	Sugarfoot (American Chicle, Ludens, ABC)	34.2
10	Desilu Playhouse (Westinghouse, CBS)	33.9

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,661
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,051
3	Wagon Train (Ford, National Biscuit Co., NBC)	14,573
4	Danny Thomas Show (General Foods, CBS)	13,529
5	Shirley Temple's Storybook (National Dairy, Hills Bros., Breck, NBC)	13,137
6	Tales of Wells Fargo (American Tobacco, Buick, NBC)	12,833
7	The Rifleman (Miles Labs, Procter & Gamble, Ralston, ABC)	12,615
8	The Real McCoys (Sylvania, ABC)	12,615
9	I've Got a Secret (R. J. Reynolds, CBS)	12,572
10	Maverick (Kaiser, Drackett, ABC)	12,354

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.4
2	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.5
3	Wagon Train (Ford, National Biscuit Co., NBC)	34.3
4	Danny Thomas Show (General Foods, CBS)	31.6
5	Shirley Temple's Storybook (National Dairy, Hills Bros., Breck, NBC)	30.8
6	The Rifleman (Miles Lab., Procter & Gamble, Ralston, ABC)	30.7
7	The Real McCoys (Sylvania, ABC)	30.6
8	Tales of Wells Fargo (American Tobacco, Buick, NBC)	30.2
9	Maverick (Kaiser, Drackett, ABC)	29.8
10	Wyatt Earp (General Mills, Procter & Gamble, ABC)	29.5

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

'Gazette' Changes Management

The Gazette, Haverhill, Mass.'s oldest daily newspaper, has announced an agreement which calls for the newspaper's operation by a new corporation. More than a score of New England newspapers have formed the Newspapers of New England Inc., which will operate the Gazette following a stock transfer. Frank A. Lawlor, general manager of the Sun, Lowell, Mass., is listed as president of the new corporation.

Dole to Repeat Contest

Hawaiian Pineapple Co. will repeat its Dole jingle contest early in 1959 in the U.S. and Canada as the company's spring promotion. The contest will again offer as its first prize five Ford Motor cars—Continental, Mercury, Edsel, Ford and Thunderbird—or \$15,000 in cash. The contest, which was "a proven success in 1958," starts Feb. 1 and ends April 15. Last year's contest drew about 1,350,000 entries, Dole says.

Kimberly-Clark Prints Manual

"How to Lithograph Coated Offset Paper," a 68-page booklet designed to help lithographers select and use coated paper successfully, has been published in a new edition by Kimberly-Clark Corp., Neenah, Wis. The pocket-size manual is illustrated with 45 pictures, diagrams and charts and keyed by

both a table of contents and a five-page index. It is available on request from Kimberly-Clark or its printing paper distributors.

Heinz Adds NBC-TV Show

H. J. Heinz Co. will sponsor Bert Parks' show, "County Fair," over NBC-TV starting Dec. 31. Heinz will drop sponsorship of "Today Is Ours" after Dec. 25. Other daytime Heinz-sponsored shows are "Treasure Hunt," "Concentration" and "Tic-Tac-Dough." "County Fair" will be seen in 15-minute segments on alternate Wednesdays and Thursdays.

Norwood & Lowengard Opens

Norwood & Lowengard Associates, a new agency, has been formed at 968 Farmington Ave., West Hartford, Conn. Principals are Charles Norwood, former news and special events director of WHCT, Hartford, and Jerome H. Lowengard, who formerly headed his own agency, J. H. Lowengard Co., West Hartford.

Colonial Carpet to Pettler

The newly-formed Colonial Carpet Mills, San Leandro, Cal., has named Pettler Advertising Agency, Orinda, Cal., to handle all consumer advertising. Pat Voorhees, formerly advertising manager of Justin Boot Co., Fort Worth, Tex., has joined the agency as production manager.

Business and Consumer Magazines Run Council Ad

A three-page "editorial" ad about "a little-known \$100,000,000 non-profit trust—the Advertising Council—that works for the public good" is running in business and consumer magazines as a public service. On the business magazine schedule are ADVERTISING AGE, Broadcasting, Business Week, Editor & Publisher, Nation's Business and Printers' Ink. On the consumer magazine schedule are Life,

Look, The Saturday Evening Post and Time. Leo Burnett Co., Chicago, is the volunteer agency.

Two Join Benjamin Co.

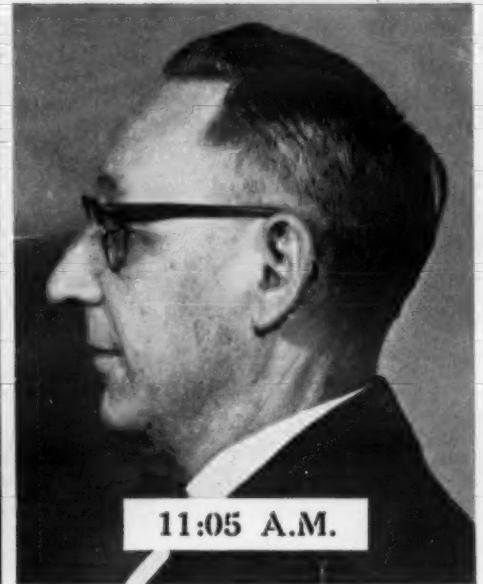
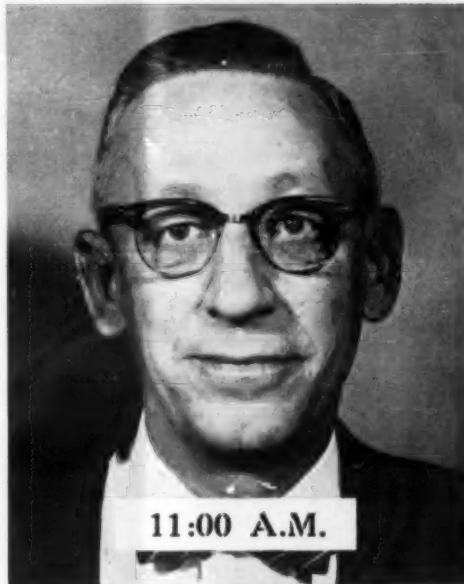
A. Hughes Wilson Jr., former national ad manager of The Fisherman Press, has joined Benjamin Co., New York, to direct ad sales for Maco Magazine Corp.'s outdoor books. Howard Freidberg, formerly with Hi Fi House, exhibit hall, has joined the company as ad representative for Maco's Modern Hi Fi.

Benjamin Co. is representative for Maco.

St. Louis Commerce Heralded

"St. Louis—A Great Place to Do Business," is the title of a new booklet published by the First National Bank of St. Louis. The booklet is designed to attract businesses to the area. The 36-page booklet is the second in a series based on the bank's national advertising campaign. The first edition was published in 1954.

WANTED



RUSS CANTER

alias "Mr. WBNS"

MALE NEWSCASTER 28 YEARS

Distinguishing Marks:

Height: 8.2 (latest Pulse Rate)

Weight: Friends with 1,707,400 Mid-Ohioans

Size: Leads at eleven

Characteristics: Warm personal charm
Keeps sponsors happy

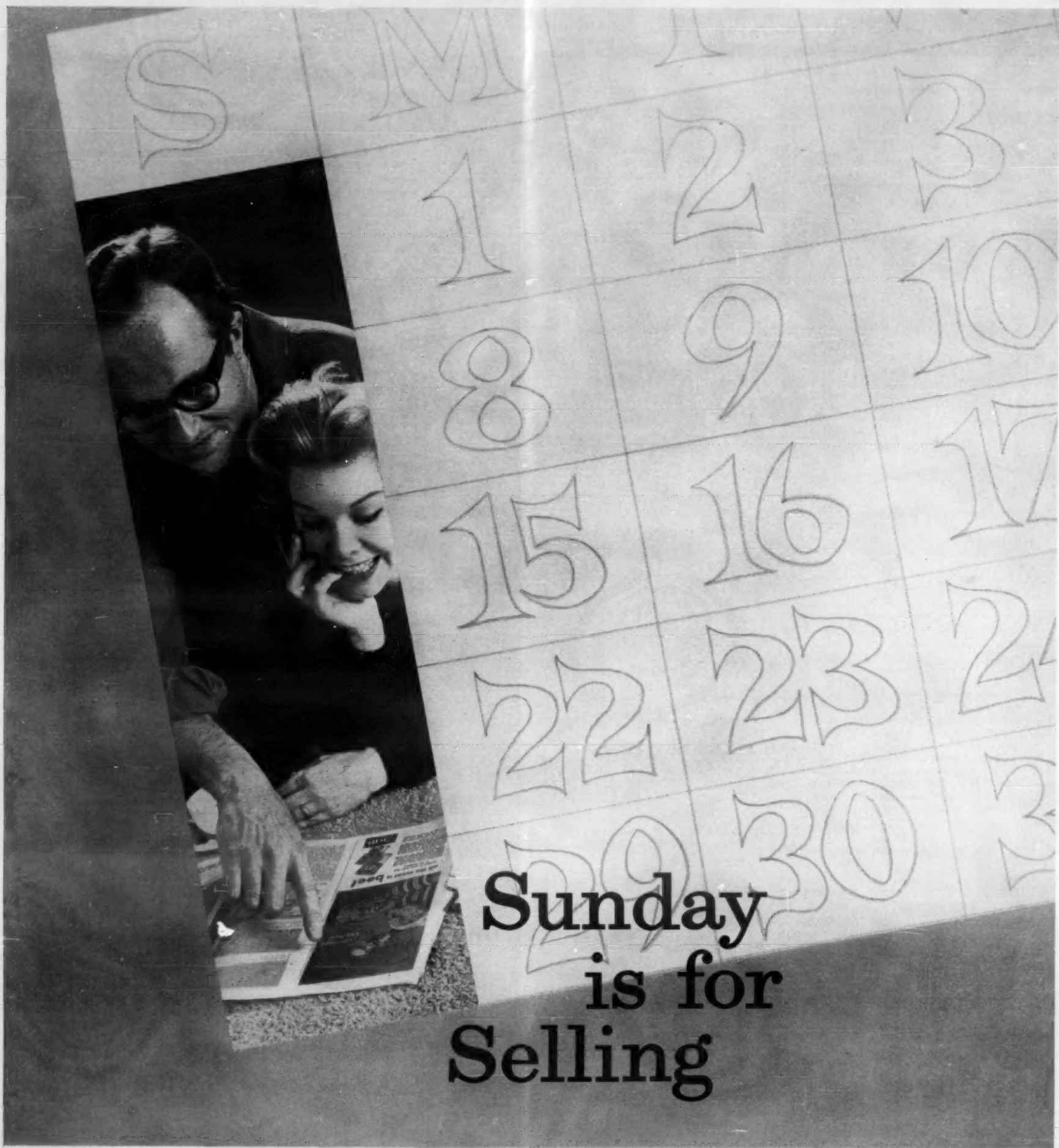
WBNS RADIO

CBS - Columbus, Ohio

Pin this up in a conspicuous place

Collect the rewards.

Notify John Blair



Sunday is for Selling

Among the top twelve magazines in advertising revenue, only three showed a gain for the first eleven months 1958. Two of the three are syndicated Sunday magazines...and first in gains, by more than a million dollars, is

Parade

PARADE... The Sunday Magazine section of more than 60 fine newspapers covering some 3000 markets with more than 17 million readers every week.



Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

Double-Take Pleases the C.M.

Ideas Need Thinking Time: Woolf

'I Told You So,' Says Weiss

Sometimes, the Wrong Picture: Armstrong

THE NATIONAL NEWSPAPER OF MARKETING

'A Course in Advanced Cigaret Advertising' . . .

You Can't Train Admen in College Ad Courses, Nelson Insists; Refutes Crawford, Sabine

The article appearing in AA's Nov. 3 issue by two Michigan State educators who suggested more and better college advertising curricula, including three parts liberal arts courses and one part advertising, draws vigorous and biting dissent from agency man James Nelson. Mr. Nelson insists that any advertising courses are time wasted for the undergraduate "in those four precious college years when he is permitted the luxury of exploring the world's vast collection of ideas." You don't train great admen, he reasons, by a study of advertising, by "raking and reraking the yellowed leaves of what has already been done." Nor do you instill a social conscience with courses in advertising ethics, he says. Whether you agree or not, you will find this a provocative exposition of the value—or lack of value—of education in advertising.

By James C. Nelson Jr.
Hoefler, Dieterich & Brown,
San Francisco

I will probably lose my gray flannel epaulets for this, but I have to do it just the same.

You see, a recent issue of ADVERTISING AGE (Nov. 3) carried an article titled "Educators Discuss Need for Better Instructors, More Broad-Gauge Instruction in Advertising." Hardly an inflammatory title, you might say. Nonetheless, comrades, danger is nigh. The professional educators, having already learned to mass-produce a species of journalist whose mediocrity can be calculated to three decimals, are now ready to take on advertising.

Advertising Cannot and Should Not Become a Profession

We should be grateful for this warning, presented in considerable detail by two professors. One is John W. Crawford, whose prolix title reads: head, department of advertising, division of mass communications, College of Communications Arts, Michigan State University. Mr. Crawford, and his co-author, Dr. Gordon A. Sabine, Dean of this same college, start from the undeniable proposition that "Advertising . . . is a business which has not yet become a profession." They then devote their talents to a study of how it can be turned into one.

The problem is, it can't. Furthermore, it shouldn't be. And finally, even if it could and should, the way to do it is certainly not through teaching it to college undergraduates.

■ For one thing, advertising is neither that complex, nor that simple. If it were that complex, doggone few of us would be in it. If it were that simple, everyone would be. Sure, there are the technicali-

ties, the problems of media selection, copy testing, market research, motive probing. I grant that some of this gets pretty complicated, involving subtraction, long division, and even statistics. But mostly what advertising involves is thinking.

Thinking. Bright ideas. Not so bright ideas. Guesses. Hunches. Pragmatic solutions that sometimes work, and sometimes don't.

Noodling the problem around and sleeping on it, and carrying it around with you all weekend. And then on Monday morning being able to say, "I've got it! Why don't we . . ."

Ideas. ■ And where do ideas come from? This discussion is older than Zeno's paradox. We still don't have a definitive answer. The most popular assumption is that there are no new ideas, only new combinations of old ideas.

If this is so, where are new advertising ideas going to come from? Certainly not from a study of advertising, from raking and reraking the yellowed leaves of what has already been done. This kind of intellectual inbreeding leads only in one direction, down. And soon thereafter, out.

■ How can we tell? Look around you. On every side you will see proof of this fact: that the world is already too full of people who base their advertising on other advertising.

To give Messrs. Crawford and Sabine their due, it should be noted that they do not insist that the student majoring in advertising devote 100% of his time to the subject. They figure, rather, that a three-to-one ratio—three parts literature, science, etc., to one part advertising—is about right. In education as in martinis, however, such a three-to-one ratio is too sweet for a really superb product.

Don't Substitute Technique for Content

What the authors are proposing, of course, is merely the extension of a



James C. Nelson Jr.

trend already too popular in present-day education, the substitution of technique for content. Take, for example, the trend in the education of the teachers themselves. The emphasis is on teaching methods. How to run a sound-movie projector. How to motivate students. How to help students "adjust." In fact, so much stress has been put on ways to get the message across, that many teachers have largely forgotten what the message was.

Don't get me wrong. It's a great thing to be able to run a movie projector. And motivate students, and all the rest. But if you're going to be a history instructor, it seems to me you ought to spend more time studying history than you do studying students.

This same question—content vs. technique—must be resolved for the man who is going to be called on to produce ideas for advertising. In those four precious college years when he is permitted the luxury of exploring the world's vast collection of ideas, should he waste one of those years learning how to read *Standard Rate & Data*? Or how to write mail order copy? Or what to do when the client says the layout stinks?

The careers of successful advertising men suggest to me that you can't approach advertising head-on. I have read too often the stories of agency heads who played in orchestras, sold Bibles door to door, shipped out on merchant vessels, acted bit parts on Broadway, or worked in Macy's basement, to believe that the path to the top can be paved. What these men were doing in those years before they entered the agency mail room or the copy department, was to go on a big idea-collecting spree. Eventually these ideas and experiences became a portion of the raw material for those recombinations we call "new" ideas.

These top-drawer advertising men keep on collecting ideas all their lives, if they're really top-drawer. The collecting, sifting, sorting, recombining never stops. No wonder they're the ones who come up with the inspired copy approach, the stupendous media buy, or the unbeatable new business presentation.

How to Stimulate Students

Whether this desire to keep on learning is got through college, or through hard knocks, is not the point. The point is that the person valuable to advertising gets it. And hangs onto it. And keeps on stocking up ideas, impressions, notions, odd bits of information, against the day when he will need them.

Will the student get this kind of stimulus out of a course in Media Analysis, or Advanced Cigaret Advertising? Well, it's a rhetorical question, but I want to answer it, anyway. The answer is no. Let the college students pursue the kind of knowledge colleges were set up to teach. And when the student has completed his four years, let him take a brief vocational course in advertising if he wants. And at the same time, let him jump in and splash around in an agency job, learning from people who can teach him faster and with more authority, because they're the actual full-time practitioners.

■ Technique, however, is not the only objective of Crawford and Sabine's advertising education. As they put it, "The problem of advertising education . . . becomes one of equipping students who choose to make careers in this particular field of mass communication with a sense of values, with a perspective, with a feeling for relationships, with a sense of the fitness of things, and above all, with the kind of humility that distinguishes a truly educated man and the true contributor to society as a whole."

No one needs my help to diagnose this as a noble sentiment. Stripped of its hearts and flowers, though, is this aim different from the aim of any high-grade educational process? More important, do

Denver-born James Nelson graduated from Yale University in 1943, was a wartime Navy lieutenant, marketing editor and later illustration editor of *Business Week*, free lance writer for magazines and newspapers and author of a book, "The Trouble with Gumballs" (Simon & Schuster). He has served in his present post a year and a half.

we need special courses in advertising ethics to achieve it?

Our two authors worry a good bit about ethics, and "the 'religion' of communications responsibility." They say it is the ad teacher's job to instill it in their student body. But can we assume that the student with the warped sense of values is going to be set straight by so simple an expedient as a course of lectures in advertising ethics? And how about the man who's reasonably honest to begin with? Is the advertising business so demoralizing that this man needs the extra stimulus of an advertising ethics course to keep him out of mischief?

■ The fact is that courses of this kind, being oriented toward such small fragments of morality, rather than toward the whole of it, are of little, if any value. Rather, they are the natural proliferation that results when a college administrator says, "Well, if we're going to offer a major in advertising, Joe, we've got to add a few courses. How about two units in... say, ethics?"

According to our two authors, however, this is not precisely the way it starts. Rather, they say, it is a long, three-stage evolution. The first stage consists of setting up the "how-to" courses. Then comes, in the words of our authors, the "historical and content and ethical emphasis." Finally, we move on to the third stage, the "why" and "with what effect" questions of research.

In other words, in stage one, we have the simple a-b-c courses in sweeping out the molehill. In the second stage, we begin turning the molehill into a majestic mountain. In the third stage, we add the foothills, gullies and blind canyons that guarantee our mountain its ponderous place on the curriculum of every right-thinking, slightly misguided school in the country.

■ It's that simple. All it takes is time. Well, as a matter of fact, there are one or two little problems. We may as well go into them.

One of the problems that faces the advertising educator, say Crawford and Sabine, is whether to "shape his curriculum as his educational instincts tell him, or... listen to the pronouncements of advertising practitioners... who resist and reject professional advertising education."

Quite obviously, if the professional advertising man is going to reject advertising education, his pronouncements will, in turn, have to be rejected by anyone trying to establish a major in advertising.

Ad Education for Consumers, Too?

The fact that advertising practitioners reject the idea of "professional advertising education" does not lessen Crawford's and Sabine's enthusiasm for it. Not at all. It merely broadens the target. The advertising educator, they say, must educate not only the poor student struggling ever upward, but must re-educate the professionals already in the field. And for a clincher, to make sure no one escapes the empire-building educator, we find that the busy instructor must also give a firm advertising foundation to "the student who will be only a consumer of advertising."

Well, gee whiz, gang! That's why the campaign failed. The ads were great, but the "consumers of advertising" hadn't been educated to appreciate 'em!

■ Small wonder then that the two authors must report, dolefully, these words about the poor ineffectual creatures currently trying to do a little advertising: "So often does the practitioner make some statement that displays his ignorance about advertising education that some irritated advertising teachers have now formed an American Academy of Advertising, at least partially to promote the work of advertising teachers so they'll be taken more seriously by the profes-

sionals."

Since, as Crawford and Sabine report, only 55% of present-day ad teachers have had any kind of advertising experience, one wonders on which side the ignorance lies.

■ This leads us to a second problem, and this one really is a lulu. In Crawford's and Sabine's words, it is, "How do you convince the \$40,000-a-year vice-president... that he ought to trade his ulcers for 20% of that amount—especially when you know the teaching is going to be harder and more demanding than most advertising assignments?" The italics, as you have guessed, are mine.

Again I beg your indulgence. I know teaching—good teaching—is hard. But good advertising is hard, too. I don't think Crawford and Sabine should monopolize the right to beat their breasts about their hard lot.

■ Even if we convince our \$40,000 agency vp to quit taking life easy and join the academic world, his troubles have only begun. For, say the authors, "How do you then tell him he must undergo the rigors of three or four or five years of low-paid graduate work in order to 'qualify' for teaching?" In other words, we're back to the technique-vs.-content problem. Our 40-G agency man may know all about advertising, but until he's had his five years of instruction in student-watching, we can't trust him to impart any of it.

Fortunately, the danger of having advertising majors established in our colleges is apparently not imminent. Even Mr. Crawford and Dr. Sabine state that advertising education is "in two words, immature and uncertain."

Journalism, the authors point out, has fared a little better. Some 42 schools offer "fully-developed" majors in journalism, a figure that Messrs. Crawford and Sabine eye a trifle wistfully. Why they admire this figure is something of a mystery, however, for they point out later in their article that the graduates of these institutions seldom rise to top management positions. It would seem that someone—someone unfamiliar with "the religion of communications responsibility"—is sneaking in ahead of these numerous, carefully nurtured, radar-aimed products of the journalism schools. Can't anyone figure out why?

Advertising is Very Unlike Law and Medicine

All through their article, the two authors cast sheep's eyes at law and medicine, hoping that some day advertising will take its place alongside them. They can forget it. Law is a discipline that depends on a great body of cases that have already been adjudicated. The man without specific training in these cases and their implications gets nowhere. What a lawyer does today depends to a great extent on things that have already been settled. Besides, there's that diploma, plus the bar examinations. Medicine, too, has its official hurdles. These all help to make certain that the quality of doctors and lawyers is high, and their numbers low.

Wouldn't it be nice if we could do the same thing for advertising? Wouldn't it be dandy if we could build a little fence around those of us who are already in the business, and keep everyone else out? But there's a problem. It goes back to the fact that advertising is a business of ideas. No school, no diploma, no board of examiners can grant a man the exclusive right to produce effective ideas.

■ "As advertising education matures," say the two authors, "so will advertising mature."

Gentlemen, the day advertising "matures"—in the sense referred to by our two authors—is the day that all the excitement will go out of the business. It's the day when the mass-produced advertising student will take off his cap and

The Creative Man's Corner...



Congratulations on a Double-Take



We have liked the Marlboro campaign from the very beginning. It not only has been new and interestingly fresh in its presentation, but the presentation has been so "right"—it hasn't seemed forced. It has borne the easy correctness of a truly gifted performance—and, as far as we are concerned, hasn't paled with repetition.

We like the new and original addition—as exemplified by these two ads from *The New Yorker*: the introduction of an unusual wrist-watch on the model's arm, and the repetition elsewhere in the magazine of the same wrist-watch on the same arm.

It results in a double-take and, we would suspect, a double inspection of the Marlboro ad. Thus, through bright and intelligent cooperation, two advertisers are benefited.

We imagine the idea came from the creators of the Juvenia advertising. We congratulate them and we congratulate the people behind the Marlboro ads for their readiness to see the good sense of the idea and to tie in with it. #

gown, and step into an agency, complete with a ready-made set of ideas, ideals, and solutions to knotty problems. For him, there will be no nasty period of learning advertising, because he'll already know it. And he'll have a shiny new set of ethics, even better than the

boss's.

If we ever accept this kind of "maturity," the index of mediocrity in advertising, already alarmingly high, will climb out of sight.

But, on the other hand, it'll be just that much easier to teach. #

Employe Communications...

Reference Books for Communicators

By Robert Newcomb and Marg Sammons (Mr. and Mrs. Newcomb operate their own organization in employe relations.).

Communications people are constantly beset by problems, and they feel that they have more problems than others. Because communications people are often scattered around the country, lacking direct, personal contact with others in the same craft, they grow to look upon themselves as lonely tenants in a haunted house. In such crises, it's helpful to be able to see what the other fellow in the same business is doing.

Con Gebbie, an enterprising publisher

in New York, has long understood the plight of the isolated journalist and has tried to do something about it. Communications people feel he has done plenty. Publisher Gebbie, head of the Gebbie Press, 151 W. 48th St., New York, has issued a thorough and dependable directory of house magazines. The directory contains more than 4,000 complete listings, with names, street addresses and specific information about the publication's market and editorial concerns. It is particularly valuable for the editors of company publications, of course, because from it the editor may easily build an exchange list. It is helpful for the public relations

director interested in placing material in this growing, important market. It's a mine of information for the free-lance writer. Earlier directories in this field have lacked the specific information about content that editors and others in communication want, and editors' names and company addresses were either missing or lacking. The Gebbie product cancels out these objections. It's a good directory to have around.

Fulfilling another editorial need for those in communication is a three-part volume called "The Working Press of the Nation," published by the National Research Bureau, 415 N. Dearborn St., Chicago. Recently produced in a new, up-to-date edition, it helps solve the reference problem in three areas for communication

people—newspapers, general and business magazines, and radio-television. Communications men and women in industry—principally those in internal, employee communication—in the past have had relatively little need for publication lists. Today their managements are assigning them in many cases to broader communications duties—preparing releases for the local press, getting news out to television and radio outlets, preparing material for business papers. By professional standards such a communications man is not yet a public relations director, but particularly in the smaller concern he has assumed a sizable chunk of public relations responsibilities. This is where the "Working Press" volumes, with solid information and legible type, will come in handy. #

Salesense in Advertising . . .

Ideas Should Be Allowed Time to Grow

By James D. Woolf
Creative Consultant

Recently it was my good fortune to enjoy a two-hour visit with one of advertising's most successful and best-known producers of ideas.

He believes that the copywriter's greatest problem is his never-ending fight with deadlines. Rarely, he says, is the copywriter allowed time for quiet meditation.



James D. Woolf

Nobody, he asserted, ever saw Thomas Edison in a hurry. He worked with a concentrated steadiness and interminable patience. Consulting some notes on his desk, he then read to me this statement by Alexander G. Bell: "You cannot force ideas. Successful ideas are the result of slow growth. Ideas do not reach perfection in a day, no matter how much study is put upon them. It is perseverance in the pursuit that is really wanted."

Psychologist Allan B. Chalfont once put it this way: "An idea can grow . . . Perhaps in the course of several days or weeks this thing that started with just the germ of an idea has developed into a full-

fledged idea, complete with trimmings. And in its full-fledged state, it was many times as exciting as before."

Nearly all creative artists and thinkers give their ideas time to grow. Josef Hofmann, Paderewski, and Kreisler would abandon themselves to hours of "idle" reverie. Charles Tellier, the great French engineer, once said that in his leisurely strolls his greatest discoveries were made. Milton, like Maeterlinck, was wont to "meditate by quiet brooks." Thomas Jefferson labored over his immortal document for 20 consecutive days. John Jacob Astor's most striking characteristic was the patience with which he waited for his ideas to ripen into full flower.

Grenville Kleiser is credited with saying that "The practice of daily meditation is one of the most effective means for developing clear and accurate thinking. Concentration of mental energy tends to bring into view deep and hidden thoughts and thus are great ideas conceived and great projects planned. Reserve a definite time each day for quiet thinking."

As I have said in this column before, it is too bad the advertising business is in such a hell of a hurry. It is certainly true that the copywriter's greatest problem is his never-ending fight with deadlines. #

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price \$5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

From an Art Director's Viewpoint . . .

Who Did You Say Makes Trees?



RESERVED FOR GEORGIA-PACIFIC

world's largest producer of plywood

Georgia-Pacific Forests are preselected for the world's largest producer of plywood. The world's largest producer of plywood is Georgia-Pacific Forests. The world's largest producer of plywood is Georgia-Pacific Forests. The world's largest producer of plywood is Georgia-Pacific Forests.



By Andy Armstrong

Scenery gets little play these days, outside of *Holiday*, *Arizona Highways* and *National Geographic Magazine*. Railroads show you the inside of the train. Airlines show you speed, rather than destination.



Andy Armstrong

Ship lines show you nothing, now that summer is over. The world looks dull. Even Jamaica comes down to Mary Martin astride a burro on the beach.

So you take a walk through the magazines, wishing for a view of mountains or seaside, palm trees or a Swiss chalet. You linger hungrily over the Salem greenery—not the town; the cigarette—and in those Sweetheart ads your eye wanders beyond the gal and her outdoor bathtub to the beauty of her locale.

Wanderlust is what it is. You keep hoping some advertiser will show you a place that is really inviting—worth going to this minute, if you could. Not Paris, though. Its tired old props, the Eiffel Tower and the Arc de Triomphe, currently smell too much of the paste pot—flat backdrops for the Pond's Woman and the Marlboro Man.

No, Paris will not serve, or any lesser city, as fit object for your dreams. You need something simple, primitive, unspoiled.

You need a windswept Alp, or a sun-baked mesa, or a quiet cove. Something noble enough to dwarf the commercial, and not too far away.

The spread above, at first glance, is just what your system has been crying

for. This is the forest primeval, and you are Daniel Boone. Nary a twig snaps as you glide through the wilderness. The trees go on forever, as in the time before the white men, clear to the Pacific. Pacific? The word reminds you of something, but you shrug it away. Here is the place for me, you say; here is my woodland home. I will pick up my gear at Abercrombie's, and slip off into the boundless timber, never to return.

But you have goofed away half the morning. It is time to get back to those media plans. Before you close the magazine, through habit your eyes drop to the Advertisers' Message. "RESERVED FOR GEORGIA-PACIFIC," the headline says; "world's largest producer of plywood." The cut line: "View in Georgia-Pacific's hundreds of thousands of acres of prime timber lands," really cuts. The first column of copy buffets you around your coonskinned noggin with, "These giant Douglas Firs will play a vital role . . . will become plywood . . . the next decade will see an even greater demand for plywood."

How do you feel now? Do you want to step back to the highway to hear the breathless story of plywood and Georgia-Pacific's "ownership of one of the nation's largest timber reserves?" Or would you rather they just showed you their product without telling you where it comes from?

Tell you what. Let's hike out there this weekend and fill it full of picnic paper. And then burn it all down.

MORAL: Sometimes, just because it is so doggone pretty, the wrong picture gets into the ad. #

What They're Doing Today

WHAT'S BECOME OF . . .

MILTON REYNOLDS—the whirlwind promoter who made a fortune on Reynolds ball point pens, advertised that they could "write under water" and publicized the brand name in front page headlines by making a record airplane flight around the world?

Mr. Reynolds, whom *The New Yorker* described in 1951 as "a short, gregarious, globular man with a restless instinct for selling things," made and lost three fortunes before amassing one with breathtaking speed (and keeping it) in the pen business. When he flunked first semester high school in home town Albert Lea, Minn., he set out for Chicago to make a million—and did at 26. He made it by starting a string of tire shops specializing in manufacturers' seconds, then lost it all in the stock market. The Florida land boom brought him another fortune (wiped out in a hurricane) and sale of quotation boards to stockbrokers collected another (lost in the '29 crash).



Milton Reynolds

Success returned when he came across a foreign-made ball point pen, modified it and introduced it here, successfully flaunting U. S. patents held by Eversharp, which was keeping its ball point off the market until perfected. Priced at \$12.50, the unperfected Reynolds pen (it skipped and leaked) was rushed to market in time for Christmas shopping in 1945, when

merchandise was still scarce because of war shortages. The pen went on sale at Gimbel's, which was mobbed and sold 10,000 pens at \$125,000 retail the first day.

Always seeking what he called "the big idea," Mr. Reynolds found it one rainy day while idly scribbling with one of his pens on a soggy newspaper. The ink (actually a dye) held fast. He tried it on wet cloth, even on a piece submerged in a wash basin. The ink held, and he coined the national ad slogan, "It writes under water." The object, he explained later, was to get people to ridicule the slogan. "While they were talking about it, they were telling each other about the pen," he said. "The publicity was worth millions." MacFarland, Aveyard & Co. was the agency. In four months Reynolds International Pen Co. had made a net profit, after taxes, of \$1,558,600.

As public interest lagged, Mr. Reynolds revived it by financing and making a record round-the-world flight with William P. Odom in 1947, giving away free pens by the handful along the way. Trip cost: \$255,000. Reynolds verdict: "Worth every penny" (press clipping bill alone was \$20,000). But a second flight, into China in 1948, was a fiasco. Mr. Reynolds, his pens selling for 39¢ (factory cost, 8¢), quietly dropped out of the pen business.

Today, at 66, he lives in semi-retirement in a palatial villa in Mexico. Recently he has been active in financing an Israel oil pipeline running from the Gulf of Aqaba to the Mediterranean and bypassing the Suez Canal. #

On the Merchandising Front . . .

E.B.W. Says: 'I Told You So'

By E. B. Weiss

I'm sure we all love, periodically, to say, "I told you so."

Without further ado, therefore, I would like to report that the prediction I made in a recent AA column seems in process of being confirmed. The prediction: that we would see a return to items popular at the turn of the century. The title of the column: "Coming—A Gay '90s Fad." The date of issue: Aug. 11, 1958.



E. B. Weiss

In that column, I wrote particularly about the brisk demand that was being experienced for new production cars that are replicas of models turned out early in the century. I also referred to the return of the gas lamp.

Of course, the current Empire trend in ready-to-wear and home decor goes back to the early 1800s—but, nonetheless, it tends also to focus attention on things that typify living early in the 1900s. The current rage for so-called Mid-Victorian originals and reproductions is closer to the point and, in home decor, this is a great trend. (Even the cloisonné watch pinned to milady's dress has returned and, of course, the new "Continental" silhouette for men's suits is a clear throwback to the turn of the century.)

■ As a matter of fact, it was at the turn of the century that the formal parlor typified the better American home. This was the room that was used only for formal entertaining. Today, in the several million homes that now have three living rooms, the formal "parlor" has really staged a comeback and, in some of its decorative versions, it bears a remarkable likeness to the parlor pictured in "Life with Father."

Then there was the so-called "living kitchen" that is quite the rage today. You may remember when the kitchen was shrivelled in size to make it more efficient. Now the trend is right back to the huge kitchens of yesteryear—and I might point out that, at the turn of the century, the kitchen was really the living room in many homes, including my own; we spent more waking time in the kitchen than in any other room of the house.

But perhaps even more pertinent proof of the correctness of my prediction is an announcement recently made by the Arkansas Louisiana Gas Co.

This large public utility has actually bought a "buggy plant." The reason? "To satisfy an ever-increasing demand for horse-drawn equipment, especially buggies, throughout the country!" Indeed, the utility states that before jumping into this venture it had made an "economic

study to determine the market for horse-drawn vehicles." (I had arrived at the same conclusion by hunch; a somewhat less costly process and at least as reliable!)

■ Of course, this mounting interest in horse-drawn vehicles is part of the remarkable comeback of the riding horse. When I bought my farm up in Connecticut some 18 years ago, farms up there were bought by New Yorkers either to raise dairy cattle or beef cattle. Today, horse breeding is "the thing"—and one of the problems I encountered in disposing of my farm a year or so ago stemmed from the fact that the ceilings in the barns were not high enough for horses.

It was not lost on millions of people that both Harriman and Rockefeller drove Model A Fords on their estates; pictures appeared in *Life* and elsewhere. I've always considered the Model A to be the greatest low-cost small car ever built in this country and, with the current demand for small cars so great, and with Harriman and Rockefeller sponsorship, I'm sure the Model A could be brought back into sizable volume. Of course, I would love to see the Model T brought back, and I suspect this may happen soon; certainly the demand for the Model T is strong right now. Moreover, the Model T was a car you piloted—it didn't drive you!

In any event, the boomlet in buggies would seem to lend some confirmation to my belief that many items that typified the period between 1890-1910 are destined to stage a marketing return. The harpsichord may not belong to this period, but it is staging a comeback. Ditto for the piano—and 1890-1910 was the heyday of the piano.

■ I note that in the New York suburban area large homes built early in the century are being sought by large young families. I expect even the traditional "rubber" plant will be found in these homes—remember it? "Animal" rugs are coming back, so are parquet floors.

Even women's umbrellas, of a type that were popular in the very early part of this century, are being promoted currently by stores that are fashion leaders. Still another example, the houseboat, which flourished at the turn of the century, is staging a very decided comeback. Moreover, the sailboat, which certainly preceded the motor boat, has never been so popular as it is today. And it would appear as though the derby, which was so popular early in the century, may be brought back—and, of course, last summer the straw "skimmer" staged quite a return act.

You continue the list—it's getting longer daily! #

What They Were Saying 25 Years Ago . . .

Newspaper ad from a "give an extra gift" campaign by the women's division of the Assn. of Commerce, Milwaukee (AA, Dec. 16, 1933):

"Add a few items to the jolly jumble of mysterious packages under the Christmas tree. Put Aunt Tillie and Uncle John back on the list. Every new name on the list will add to the confidence and happiness and good cheer that are in the air these fine 'New Deal' days.

"If you and 100,000 other Milwaukeeans become imbued with the 'New Deal' Christmas and add one person to each of their gift lists, that would be 100,000 extra purchases from the city's stores, which are supplied by the factories which may

employ you and your neighbors and many of your friends."

Charles C. Hicks, Kunsy-Trendle Broadcasting Corp., Detroit, in a letter to the editor (AA, Dec. 23, 1933):

"An advertisement for *The Open Road for Boys* struck me so forcibly as in error that I must call attention to it. The advertisement is headed, "God Rest Ye, Merrie Gentlemen." This is a quotation from old and is properly interpreted as follows: "God Rest Ye Merrie, Gentlemen."

Foreword to a booklet distributed to salesmen of the W. J. McCahan Sugar Refining & Molasses Co. and containing

sample ads in verse (AA, Dec. 23, 1933): "Verse has a distinct advertising advantage. It appeals to readers of all ages. Moreover, once a reader starts an advertisement in verse, it is difficult for him to stop without feeling unsatisfied. The song-quality carries him on."

James T. Mangan, director of advertising and merchandising of Mills Novelty

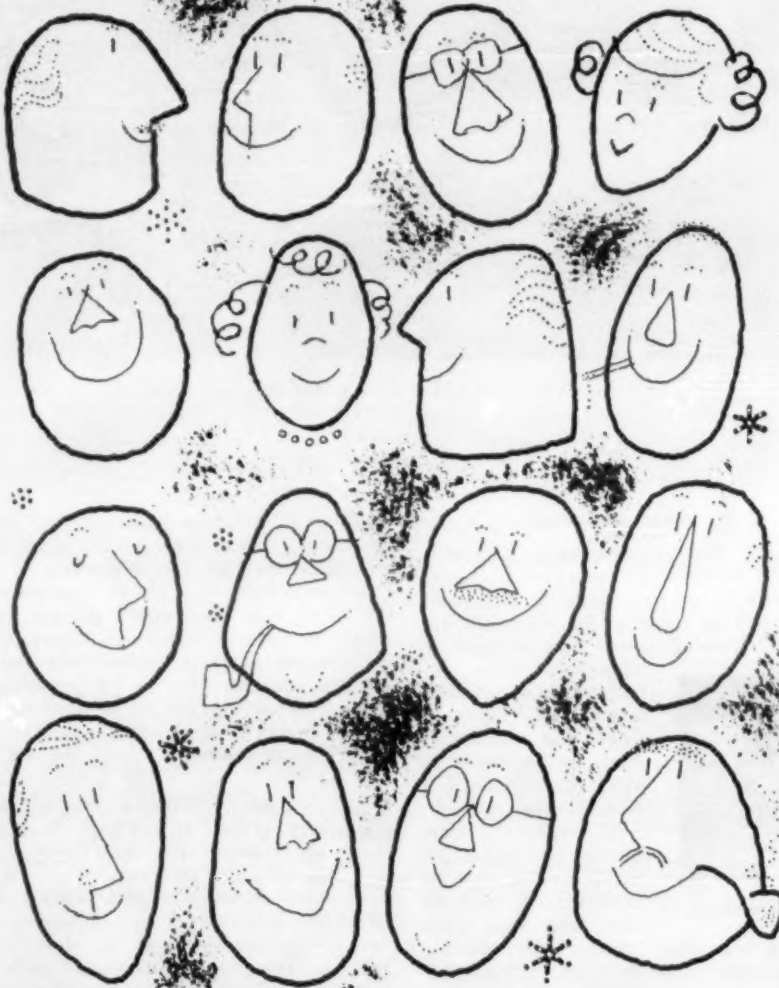
Co., addressing the Engineering Advertisers Assn. in Chicago (AA, Dec. 23, 1933):

"One of the greatest opportunities to improve advertising is in sales correspondence and direct mail. The stiff, stereotyped sales letter which becomes informal, familiar and human disarms suspicion and resistance and makes it easy to get business."

DRAWTHINKS, by Pinson
The COPYWRITER'S Art Course

Greetings of the Season

Which art director is about to say "Merry Christmas" to the copywriters in whose company he has spent the past gay, creative and productive 12 months?



One of these art directors is thinking about the crisis-free year he's had because copy gave him clean, clear roughs—sometimes ahead of schedule. A whole year without a rush job because of late copy!

Wasn't it fun to be able to give extra time to creative planning because his copy partners always came up with practical visual suggestions (or at least knew what they wanted!) yet accepted his adaptations and refinements with true humility!

You can see why it has taken him so long to say "Merry Christmas." He

has had his eyes closed (find him?) enjoying his dream year. The other art directors get along fine with copy, too. They have already said "Merry Christmas."

(The announced lesson for this week was: "How to get along with art directors who think you are getting in their hair by reading this column." This, however, is holiday time. Let's hold off until the new year, when we will be able to throw more light on the subject by hearing from actual art directors on the pros and cons of copy's-aid-to-art and vice versa.)

Merry Christmas!

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Takes Issue With 'Fatal Fallacies in Food Packaging Philosophy'

To the Editor: Once again a packaging critic sets up his own straw man in order to promote his own activities. William C. Nigut reported in ADVERTISING AGE, Dec. 8, as addressing a Food Packaging Council symposium in Chicago, cites "Three potentially fatal fallacies in food packaging philosophy."

It becomes a bit tiresome to hear repeated these same old faded criticisms which are generalities at best and never supported by any real evidence.

While it is true that there are a few people calling themselves package designers who make wild claims to cover their many deficiencies, proportionately they are no more numerous than the phonies in other fields. And the three "myths" which Nigut sets up are the only points on which we can agree—they are really myths.

■ For instance, no successful packaging man has ever said that "today's consumer demands that her favorite products be full of freshness and youth and that therefore

package design must be constantly renewed." The italics are mine.

We are moving at a much faster pace today than we were 25 years ago, yet even then there was concern over the marketing life of a package design. Packages are re-designed more frequently now because competition is not only much greater but very much more aggressive. To keep our place in the market, to say nothing of improving it, we have to be ever alert to anything that will influence the customer to select our product instead of that of a competitor. To do this requires constant re-evaluation of design in terms of its pattern, its color, its form or proportion, its ease of handling by the store in price marking and display, and its convenience to the customer. So the package inevitably looks to "be full of freshness and youth." Dutch Cleanser does not appear to have lost anything by "freshening" its packaging. And most of Nigut's examples have at least kept their packages fresh in appearance.

Myth No. 2, "... Americans to-

day can well afford the luxury of fancy packaging for their food." This one is really worn out. It is interesting to note that this glib phrase which is used so often is never, repeat never, supported by any evidence. What fancy packaging of food? What do they mean by "fancy packaging"?

■ In the first place, the food field generally is too competitive to permit "fancy packaging." To remain within a reasonable price schedule and profit margin we cannot afford fancy packaging. And every packaging man of experience and integrity works as hard, perhaps even harder, to reduce packaging costs as he does to develop an attractive container. If many housewives today are complaining about the cost of over-packaging of foods it is only because they have read such unsupported generalities as Myth No. 2 in magazine articles written by self-appointed experts. As a matter of fact, the housewife herself by her support of packages that provide extra protection or added convenience is responsible for the continued activity in these directions, and she would be the first to scream if they were now to be eliminated.

His third myth, "Packaging is advertising," is only half a myth. He himself admits that it may be literally true. Packaging is a medium of advertising in the sense that it must convince and sell the customer once she takes it in her hand. Nigut's statement that "many products have gone to the wall for trying to . . . load it up with art and copy like a print ad" is an exaggeration. First of all, any package so designed deserves nothing better and, secondly if the container is developed by professionals such a possibility is extremely limited.

■ Mr. Nigut's final statement is quite true and I know that all packaging people will agree with him. We are in for a revolution in packaging. In fact we are already in the thick of it, creating lower-price (cost) packages that are more convenient to handle and use. This is the package designer's function and chief aim and I would recommend that Mr. Nigut take a look at the many good packages on store shelves instead of hunting in back rooms for horrible examples. Who knows, he might even enjoy himself.

Leonard Arthur Wheeler, President, Leonard Arthur Wheeler & Associates, Toronto.

'Only a Rose'?

To the Editor: Re: The United

Air Lines ad on Page 35 of your Dec. 8 issue.

This is the second time I have seen this ad recently and I would like to know what that circular thing is in the middle of the lady's



back on her bathing suit. Can you tell me?

Or is this a gimmick of United's to test their ad for "noticed"?

Jean Reeve, Detroit.

'American Names' Ad a Classic for Years

To the Editor: Where in the world has the Creative Man been these 20 years, that he has just run across Rand McNally's ad built around Stephen Vincent Benet's "American Names"?

This little gem, thanks entirely to Benet's poem, has been one of the great classics of advertising for many years, and Rand McNally has run it over and over again.

That it is made by the poem, with little help from the art, is indicated by the fact that it has been re-designed several times, each time with different art, once with nothing but a reproduction of a road map as an illustration.

James Dawson, Dawson MacLeod & Stivers, Washington, D. C.

Makeup Man Effects a Cure

To the Editor: The enclosed ad from a recent issue of the *New York Times* would almost appear to suggest a new alternative to the

year," he says, "depending on advertising experience."

Since I'm seeking a writing position for about \$5,500 a year—and since I've been told by top agency executives that I have creative writing talent—I figured this would indeed be a wonderful opportunity. I have since contacted half of these agencies (those located in New York) and all but one attributed this article to creative journalism. The lone dissenter takes copy trainees once a year.

This is unfortunate. The author obviously meant well. It's shameful that agencies aren't seeking creative people. Everybody wants a trained copywriter, but nobody is willing to train him. And don't tell me I'm wrong, because I've been proving my point now for six months. Are policymakers so short on foresight they don't know they're committing an act of abortion on the very "creative geese" that could lay the "golden copy eggs"? Something is certainly needed to prod muddled thinking on present "copy trainee" policy. And if that something doesn't happen soon, good agency copywriters could become extinct like the dodo bird. It's advertising's problem as well as mine.

Milton Lowe, Brooklyn, N. Y.

Suggests Name Change

To the Editor: I think the enclosed ad from a recent issue of



when a tycoon relaxes, it should be in the grand manner. Our vicuña robe is a gift worthy of his station. It's flawlessly tailored in the rare wool—lightweight wonder from the Andes—so warm and soothing after a hard day over the conference table. In natural vicuña (the color of snuff) for small, medium, large and extra-large tycoons, 400.00. Street Floor. Mail and phone orders filled.

THE MEN'S SHOPS
SAKS FIFTH AVENUE
AT ROCKEFELLER CENTER NEW YORK

The *New Yorker* could be considerably up-dated by referring to the color match as "marijuana" instead of "snuff."

Nathan W. Edson, Vice-President, Doremus & Co., Boston.

Truth Where Is Thy Sting?

To the Editor: Oh, for the sight of a truthful ad. Whether it be well written or bad! Just to find one without the superlatives. Those "Better Than-More of" weary half-curatives!

A plain cigaret that will probably maim us.
A good glass of beer that made nobody famous.
A toothpaste for teeth and not halitosis.
A perfume that charms only the nose!
A cleanser that cleans without foaming action.
A car-polish with "rubbing" its only attraction.
A liver pill where 5 doctors can't squeeze in.
An aid for our "burps," leaving hankies to sneeze in!

If only these guys with their "Depth Motivation" Would cease all subliminal excavation Of our poor ol' "subconscious"—be-fuddled and clouded.
We can't take the cure 'cause the couch is too crowded!

Fran Lee, Lynwood, Cal.

Admonishes: Be Prepared When Defending Advertising

To the Editor: As reported in your Dec. 8 issue, Emil Mogul's speech in defense of advertising



S

implify your purchase of engravings for letterpress and gravure . . . (and assure maximum reproductive quality) . . . by ordering from one source: America's finest photoengraving plant.

COLLINS, MILLER & HUTCHINGS, INC.
letterpress • gravure

335 West Lake Street at Wacker Drive • Chicago 6

SHERATON

HOTEL RESERVATIONS
Coast to Coast in the U. S. A. and in Canada

Call any of these numbers:

NEW YORK—Chickering 4-0700 LOS ANGELES—Dun Kirk 2-7171
CHICAGO—Whitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—Woodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.



We're glad to see you!
SHERATON HOTELS

EASTERN DIV.	
NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	Opens early 1959
ATLANTIC CITY	MOBILE, Ala.
MIDWESTERN DIV.	
CHICAGO	AUSTIN
DETROIT	AKRON
CINCINNATI	INDIANAPOLIS
ST. LOUIS	FRENCH LICK, Ind.
OMAHA	RAPID CITY, S. D.
LOUISVILLE	SIoux CITY, Iowa
DALLAS	SIoux FALLS, S. D.
Opens early 1959	CEDAR RAPIDS, Iowa
PACIFIC DIV.	
SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	Opens fall 1959
PASADENA	
CANADIAN DIV.	
MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

painful surgery and lengthy physical therapy which has on occasion relieved sufferers from Parkinson's Disease.

Harold Kirk, Creative Director, Mohr & Eicoff Inc., New York.

Finds Agencies Aren't Seeking Creative People

To the Editor: On Page 3 of your Nov. 24 issue, there was an article about the advertising business being wide open to creative writing talent. This article referred to the original article which appeared in the December issue of *Writer's Digest*.

The author claims that advertising is growing at a faster rate than creative talent is being developed. At the end of this article, he obligingly lists 16 large agencies which are allegedly interested in training writers for ad agencies. "These agencies indicate a beginning salary range from \$3,600 to \$7,500 a

made me squirm.

Please, Mr. M., turn over the speech-writing chore to one of your copywriters. Even the most inexperienced member of your writing staff could do a better job.

Jack Gould, or somebody else, said that self-elected defenders of advertising should be sure they are prepared to defend it. Mr. M. with his string of meat ball cliches and vacuous name-calling is obviously unprepared. And I don't care if he does own his own agency or his name is Mr. BBDO.

If I were one of the ("so-called," of course) intelligentsia, I'd say that Mr. M.'s speech is an excellent example of what's wrong with advertising: writing or speaking without thinking.

James J. Pollard,
Assistant Advertising Manager,
Maxwell & Moore, Stratford, Conn.

The Way It Works

To the Editor: The enclosed ad(s) were clipped from the current issue of *Look* magazine. This is a practical demonstration of the

It would be impossible to recount the time, money and energy that have already been invested in this particular campaign, or how much more of those commodities will have to be expended before the plan is realized. To date, it has won the assured participation of many prominent direct mail advertisers; but on assessing all obstacles ahead, it seems clear that the stage will not be fully set until we have a more perilous change in the economic climate than the last recession has been.

Meanwhile, for what interest the fact may be to your readers, the effort has by no means been abandoned.

Many authorities in the direct mail field agree that if the persistent ailments of the mailing list business are ever to be remedied, the only effective therapy will be a plan like "Interfiled Lists."

George E. Seufert,
Forest Hills, N. Y.

P.S. The writer is the originator of the "Interfiled Lists" plan.



MOTIVATE AND MOBILIZE

THE \$10,523,000,000 MILITARY CONSUMER MARKET



The world-spanning, top-circulation *TIMES Service Weeklies* fuse the Armed Forces into a single, specialized, media-serviced market—gigantic in size, global in scope, yet as accessible as any American city. Only the *TIMES Publications* command the market-wide, near-saturation readership that volume merchandising demands. Only the *TIMES Publications* reach and sell this predominantly youthful market of American military personnel and their dependents—with mass coverage economy and mass coverage impact.

Write for the new military market information book—
"MASS SELLING AND SAMPLING TO MILLIONS"

ARMY TIMES PUBLISHING CO.
2020 M Street, N. W. • Washington 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S. C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MILWAUKEE, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO, FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROMA, TOKYO

**Industrial Marketing Appoints
Keith J. Evans Consulting Editor**

Keith J. Evans, founder and first president of the National Industrial Advertisers Association, will join the staff of *Industrial Marketing* as consulting editor January 1, 1959.

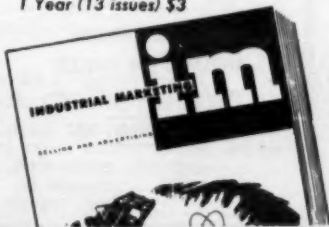
Mr. Evans recently retired from Jos. T. Ryerson & Son, world's largest steel warehousing company, after many years of service, during which he directed advertising, sales promotion, public relations and sales analysis activities.

He conducted the department in *IM*, "Problems in Industrial Marketing," for several years, and is thoroughly familiar with the editorial scope and activities of the magazine.

In his new post, he will not only contribute regularly, but will also provide advice and counsel on all phases of selling and advertising to business and industry, with special emphasis on the important problems of industrial distribution.

Because of his long experience in the field, his broad contacts with leading industrial advertisers and his thorough knowledge of current problems in increasing the effectiveness of all activities in industrial marketing, his work for the magazine will undoubtedly add greatly to its service to readers.

1 Year (13 issues) \$3



The magazine of selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK



**THE PETER
LIND HAYES
SHOW**

MONDAY thru FRIDAY
11:30 AM ABC TELEVISION

**Shrinks Hemorrhoids
New Way Without Surgery
Stops Itch—Relieves Pain**

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®)—discovery of a world-famous research institute.

This substance is now available in suppository or ointment form under the name *Preparation H*. Ask for it at all drug counters—money back guarantee.®

hazards of buying small space in the large national weeklies, and also demonstrates why the makeup man probably comes in for his share of ulcers, too.

At any rate, I'll bet Peter Lind Hayes wasn't aware of the medicinal nature of his daily show.

Howard R. Batton,
Space Buyer, VanSant, Dugdale & Co., Baltimore.

**'Interfiled Lists' Plan
Is Still in the Works**

To the Editor: "The whole subject of lists and rentals and exchanges deserves more thoughtful consideration from more thoughtful people than it has been getting in recent years." So concludes your interesting, Dec. 8 lead editorial.

Does that mean there was a time prior to "recent years" when more thoughtful consideration was given to the subject? Are the years 1950-1952 among, or prior to, those "recent years"?

Your answers would be more than welcome, because it was during those years when the plan for "Interfiled Lists" was first proposed and publicized. A copy of the original prospectus is enclosed.

'Better Interpretation of Challenge' Won Curtiss Account for Clint Frank

(Continued from Page 3)
select 18 Chicago-based agencies in the medium billing bracket (most of them between \$5,000,000 and \$12,000,000). The questionnaire was sent to these 18, as well as to seven other agencies which asked to participate.

After poring over the returned questionnaires, and meeting with most of the agencies to discuss the information, Curtiss narrowed the field to five.

(AA learned the finalists were Frank; Wherry, Baker & Tilden; Edward H. Weiss & Co.; Gordon Best Co., and John W. Shaw Advertising.)

Principals from the five agencies were given copies of a resume of the Curtiss operation, including facts on history, organizational structure, position in the industry, products, distribution channels, marketing principles, advertising principles, advertising philosophy, sales promotion methods and a brief on the 1959 advertising budget.

"We asked for presentations that were definitely not speculative," Mr. Reiter said. "We wanted to know what each agency's approach would be to Curtiss marketing."

Before the presentations were made, Curtiss marketing men visited the offices of the five finalists to familiarize themselves with the agencies.

Presentations were viewed by Les Kellough, sales vp; Lloyd Sheetz, assistant general sales manager; James Curfman, advertising manager, and Mr. Reiter.

Then the field was narrowed to two—Frank and Wherry, Baker & Tilden. The presentations of the two agencies were repeated to the Curtiss board of directors, but the company's executive committee left the final selection to the marketing group headed by Mr. Kellough.

The initial decision to change

printing buyers! brokers!

here's a terrific opportunity for

OFFSET PRINTING
plus all the multiple advantages
of a fast, prestige mailing
service from

new york city

As a result of recent improvements and greater efficiency in our complete photo-offset operation, we find that we can accommodate a substantial amount of new business during 1959. To assure the right type—a regular flow of direct mail pieces, booklets, folders, sales bulletins, forms, etc.—we are offering an exceptionally attractive arrangement. Full agency commission. Brokers protected. Write Project A.

P.S. And we can handle the mailing too.

Presses up to 23 x 30.

Mail to:
Mr. Chas. Roberts,
Roberts & Lojwander,
225 Broadway, New York City

agencies, Mr. Reiter explained, was made to seek "greater depth of experience in food and impulse items." The Frank agency, he said, "interpreted our challenge better" than the other finalists. "They seemed to grasp a little better what we wanted them to do," he said.

Leading the Frank presentation team were Mr. Frank; G. Bowman Kreer, vp and director of marketing services; Perry Brand, vp and account supervisor; Gene Schueler, director of research, and Bill Maloney, now head of the Curtiss account.

Curtiss had a lot of things in mind when it began searching for an agency to handle its account, Mr. Reiter explained. With some 85 products, including Baby Ruth and Butterfinger candy bars, the company sought an agency which was "aggressive and youthful, with facilities for services and study of market potential, and experience in handling impulse items and food items such as ours."

Studies directed toward market development will be first on the agenda for the new Curtiss agency, Mr. Reiter indicated. #

RAB's Budget Reaches \$1,000,000 Level

The Radio Advertising Bureau, New York, which will soon have 900 members in the fold, will operate on a \$1,000,000 budget in 1959. This is a record high for the radio promotion group, which added more than 30 new members in November.

Chairman of the board of RAB for the coming year is Allen M. Woodall of WDAK, Columbus, Ga. Other new officers are Frank P. Fogarty, WOW, Omaha, and Richard D. Buckley, WNEW, New York.

Calavo Growers Postpones Choosing New Agency

Calavo Growers of California, Los Angeles, after listening to presentations by four agencies, has decided to postpone the naming of a new agency until next summer. The group dropped Foots, Cone & Belding Nov. 1, deciding to devote its budget to direct promotion (AA, Oct. 20). Agencies which solicited the account were Anderson-McConnell Advertising Agency; Perrett Co.; Stromberger, LaVene, McKenzie, and Atherton Mogge Privett, all of Los Angeles.

Merger Talks Dropped

Merger negotiations between R. J. Reynolds Co. and Warner-Lambert Pharmaceutical Co., in progress for several months, "have been terminated," according to a joint announcement, because the two companies were unable to agree "on certain important aspects of the proposed transaction."

What Curtiss Wanted to Know

1. What is your anticipated 1958 billing?

2. Indicate the percentage of this billing that will be in (a) newspapers, (b) magazines, (c) radio, (d) television, (e) outdoor, (f) trade publications, (g) other.

3. How long has your agency been in business?

4. Please indicate your growth pattern since 1950 (a) in accounts, (b) in billing, (c) in personnel.

5. Please furnish us with an organizational chart showing how your agency is departmentalized.

6. Do any of your principals actually handle accounts?

7. If you have branch offices, please list them and indicate the number of employes and nature of service rendered in each.

8. Please give us complete information concerning your art director and the people in his department, including number of people, extent to which art is completed within your agency, experience of the director and his people on accounts similar to ours, etc. When would you be able to specify the actual people who would work on our account?

[9-12 asked similar information on media director, copy director, production manager and merchandising manager.]

13. Who would be account executive on our account? What are his qualifications? Would he be handling other accounts? How much of his time would be spent on our account?

14. How many active accounts have you currently?

15. Please list your accounts, and indicate 1957 total billing for each and how long you have handled each account. Please indicate accounts lost since 1950 and reasons.

16. What experience have you had with food and/or impulse items such as ours?

17. To what extent has your agency performed the following services for your accounts: Packaging research and design, market research, motivational research, field work, other?

18. Kindly furnish a complete description of how your agency would be compensated for all services—media, art, research projects, field work, collateral material, etc. How would invoicing be handled?

19. Outline the manner in which our account would be handled, including the complete procedure used by your agency in developing programs for us, i.e., plans review board, account group, etc.

20. Kindly tell us why you believe we should select your agency to handle our advertising and related matters.

Be Creative, but Keep Bosses Informal, Ad Managers Told

New York, Dec. 16—"If you feel harassed because you as a creative person are required to conform, relax—today's business organization requires it. There is less and less room for the erratic genius of olden days."

That's the advice of Roland H. Lange, vp and assistant to the president of the Hartford Life Insurance Co. in his speech, "Management Looks at Advertising," last week at the Insurance Advertising Conference.

"In a sizable organization, conformity, cooperation and liaison seem to me to be inevitable and necessary to orderly success," he said. "But conformity does not mean apathy and lethargy. It can still be dynamic."

Pointing up the need for better communications both within and without a company, Mr. Lange laid out "a few specific rules as to practical communication with your management":

• "Keep management properly informed of problems, results and operations if you expect its interest and support. The advertising man who keeps his own counsel can hardly expect an enthusiastic endorsement on any program from an unbriefed management. Nor can he expect management to be understanding when, as sometimes

happens, the campaign about which management knew little turns out to be less than successful."

• "Get as many opinions as possible by persons of varied experience and talents to bear on your projects. Management, looking at the broad picture will, naturally, ask [when advertising projects are proposed]: 'What do our underwriting people think about this?' 'Have you checked this with the legal department?' 'Do you have any idea how this will fit into our agents' program?' The ad manager should, in effect, have done some thorough research work before suggesting a project to management, rather than merely present embryonic ideas which have not been tested as to their practicality."

• "Management, too, has 100 pressures and must take them in turn. You can hardly expect a satisfactory audience for your presentation when it is timed, figuratively, at the last minute. If you can find no better solution, a written briefing (leading to a meeting with management at the latter's convenience) might be the answer."

• "As to external communication, let us give the buyer full credit for intelligence. The cute, the clever for the sake of cleverness, have invariably attracted attention, but temporarily. The great lasting slogans, trademarks, and advertising copy of history are made of simple, compelling words or treatment which reflect the justifiable pride which the seller has in his product. The buyer must be given a self-approved reason for purchasing or for developing a preference between



Heartiest gift
of the Season!

Give them a happy
★ ★ ★
HENNESSY
HOLIDAY

84 PROOF COGNAC BRANDY Schieffelin & Co., N. Y.

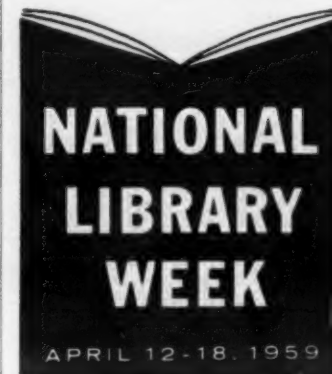
FREE

DETAILED INFORMATION
ON MERCHANDISING
AVAILABLE FOR GROCERY
OR DRUG PRODUCTS IN
NY **NEGRO** MKT.

Station WWRL
Woodside 77,
New York City



WAKE UP AND READ!



WAKE UP—To stimulate reading, this column ad will appear in newspapers and magazines in advance of National Library Week, April 12 to 18, 1959. J. Walter Thompson Co. is the volunteer agency.

products—in order that he may thereby use his intelligence to understand and to buy," he said. #

WJR Names Quello, Merridew

James H. Quello has been appointed operations manager and Reginald P. Merridew program manager of WJR, Detroit. Mr. Quello, with the station for 11 years, has served as program and public affairs manager, public relations and advertising director and sales promotion manager. Mr. Merridew joined WJR from WJW, Cleveland, where he served as managing director.

Ad Course Starts Jan. 9

The 32nd annual "Introduction to Advertising," a 17-week course sponsored by the Philadelphia Club of Advertising Women, will start Jan. 9. The course is the first tuition-free course sponsored by any women's ad club, PCAW says. Each year's honor graduate is awarded a scholarship to the evening school of the Charles Morris Price School.

RKO Boosts Grumbles

William H. Grumbles has been named vp of RKO Teleradio Pictures, New York, with special supervision over the RKO radio and tv stations. He formerly was general manager of RKO's Memphis stations, WHBQ and WHBQ-TV. His assignment will be to boost the stations in audience and advertiser support.

Dougall Offers Checklist

Stewart Dougall & Associates, New York, is offering "A Checklist to Profitable Marketing," a self-administering pamphlet for use by management to determine if adequate considerations and actions have been taken in various aspects of marketing. Copies are available at no cost from Dougall, 405 Park Ave., New York,

Biddle Answers Won in Quiz by North American

(Continued from Page 3)
Martin Co., Fort Wayne.

■ The four agencies visited North American to gather marketing data, and then submitted answers to a 34-point questionnaire from the company.

"We think it was a very thorough and exhaustive set of questions," said Louis E. Hoffman, advertising manager. "Three of the agencies were not able to answer it in less than 50 pages.

"We were particularly interested in answers which had to do with marketing problems specifically concerned with our industry and in our company," he added.

■ Next the four agencies—plus Applegate, the current agency—came to Fort Wayne for three-hour presentations. Members of the selection committee used a ten-category score card to grade the presentations. Scoring were William Sneltjes, sales vp; Thomas Yates, manager of sales administration; Hal Bechert, director of national account sales; Robert Smith, sales promotion manager, and Mr. Hoffman.

"The agencies were not told about this [grading system] in advance and did not know the basis of the grading," Mr. Hoffman explained. "After viewing all the presentations, we realized it was going to be a tough job to pick a winner."

Finally the committee picked Biddle and Maxon as semi-finalists. After visits to the offices of both agencies, the committee made its final selection.

■ "One of the reasons we are so sold on Biddle is that every individual we met from top management on down was sincerely interested in our growth objectives as well as our immediate problems," Mr. Hoffman said.

"North American is a growth company. We've got some high long-range goals set by management to which we are all wholeheartedly committed; but we are also not overlooking any of the immediate, practical problems of growth."

As an indication of its growth, North American had gross operating revenue of about \$5,000,000 in 1948. This jumped to \$33,000,000 in 1957 and is expected to hit \$36,000,000 this year.

■ Leading the Biddle presentation team were Everett Biddle, president; Erling Anderson and Edward Russell, vps; Bob McCain, creative account executive; Paul Carroll, research account executive, and Stewart Logan, marketing account executive.

Besides its growth picture, Mr. Hoffman rated Biddle highly on marketing, research and thoroughness. "We felt that Biddle is a 'sales manager's agency' as they call themselves," he said. #

Young Will Join Nielsen

Don Young will join A. C. Nielsen Co., Chicago, Jan. 5 as director of press information of the food and drug division, a new position. Mr. Young previously was sales promotion manager of WBBM, Chicago.

Reinhold Names Hickerson

Reinhold Publishing Co., New York, has named J. M. Hickerson Inc. to handle advertising for American Chemical Society publications. The account was formerly with John Mather Lupton Co.

Standard Advertising Agency Score Card

Agency Name

1. GENERAL BACKGROUND. Good history. Well connected with associations. Good advertising know-how.
2. PERSONNEL. Adequate personnel. Well trained and educated. Can they take over immediately?
3. CUSTOMERS. Numerous. Well diversified. Satisfied. Both consumer and industrial.
4. AGENCY FUNCTIONS AND OPERATIONS. Broad. Handle all phases. Nothing too hard to handle.
5. AGENCY GROWTH. Increase in billing and personnel. Growing with the times.
6. RECOGNITION OF AGENCY. Good standing in industry. Awards won. Press comments.
7. AGENCY PLANS FOR US. Long range, sound, definite policies. Definite suggestions. Clear.
8. COMPENSATION, TERMS. Fair. Well supported by cost data. Terms consistently liberal.
9. AGENCY PLANT FACILITIES. Good. Ample plant, equipment. Capacity to adjust to times.
10. RESULTS. Clients satisfied with service. Sales volume of clients even or ahead of field.

TOTAL POINTS AWARDED SUGGESTIONS FOR SCORING

1. Set par scale by dividing 100 points among the ten qualifications, giving greatest weight to those considered most important.
2. Award full score on each point for the best showing on that point. Rate other competitors down in proportion.
3. Do not hesitate to cut down anybody's rating on a given point in case of failure to produce evidence quickly, in convenient form for reference.
4. Do not add totals until all points are scored.
5. If totals astonish you, go back and review the "pars" you established. If you see fit to change the scale, do the scoring again, point by point, as before.
6. Stand by the returns. They represent your balanced judgment (a) as to ideal qualifications and (b) composite rating of the competitors on all counts.

MOVER'S MANIFEST—This is the score card North American Van Lines used in evaluating the qualifications of five agencies soliciting its account.

U.S. Weather, Atlantic Refining Cooperate for TV

Atlantic Refining Co., which has a 37-city lineup of week night weather shows, and the U.S. Weather Bureau are cooperating in order to improve the quality of tv weather reporting. A two-day conference in Washington for all Atlantic weathermen included training sessions by U.S. weather experts and panel discussions at which Atlantic reporters suggested improvements in standard weather symbols and weather terms.

N. W. Ayer & Son, Atlantic's agency, is now developing six designs for Atlantic which are compatible with international weather symbols and terminology. If officially approved, the new symbols will simplify weather terms for all weather shows, according to Atlantic.

AIDC Will Keep Hockersmith Agency, Director Says

William P. Rock, executive director of the Arkansas Industrial Development Commission, has announced that Thomas C. Hockersmith & Associates, Little Rock, will continue to place advertising for the AIDC "for some time to come." Mr. Rock earlier had announced that the AIDC was in the market for a specialized ad agency to handle its industry-hunting ads (AA, Dec. 8). Mr. Rock said this week that the AIDC would face the problem of making decisions in handling its ads when the resignation of William R. Ewald becomes effective the end of this month. Currently the ads are a joint effort of Mr. Ewald and the Hockersmith agency.

Calgon to Stress Mass Media Coverage in 1959

Calgon Co., Pittsburgh, will place more concentration on consumer media in 1959. The company will run half-page color ads in *Reader's Digest*, and it also has

scheduled *Good Housekeeping* and *Parents' Magazine*. The Jack Paar show will be used every week starting Feb. 17. Newspapers, radio and tv are scheduled for local market pushes.

Manufacturers who recommend Calgonite for their electric dishwashers will be featured in ads running in *Better Homes & Gardens*, *Holiday*, *House & Garden*, *House Beautiful* and *Sunset Magazine*. Calgon Bouquet scented water conditioner will be advertised in *Holiday*, *House Beautiful*, *The New Yorker* and *Town & Country*.

NAEA Fellowships Available

As many as five or six Newspaper Advertising Executives Assn. fellowships for advertising teachers may be granted in 1959, according to J. Warren McTure, NAEA's schools and colleges committee chairman. NAEA has granted an average of about three fellowships a year since its program began in 1947; thirty-four fellowships have been granted since then. Recipients spend six weeks in a refresher job with a cooperating newspaper. The fellowship is for \$600, plus a \$100 travel allowance. Applications for the 1959 fellowships are now being accepted at NAEA's offices at 417 N. Vermilion St., Danville, Ill.

'Digest' Nixes Sideways Ads

Reader's Digest has announced it will not accept "sideways" ads, those that require readers to turn the magazine sideways to read the message. The new policy applies only to run of publication ads and not to coupons, gatefolds and other inserts, the magazine said.



Rep Changes Name to Harker-Husted-Coughlin

Ralph W. Harker & Associates, representative company with offices in Los Angeles and San Francisco, will change its name to Harker-Husted-Coughlin, effective Jan. 1. In the change, William J. Coughlin and Raymond G. Husted become partners of Ralph Harker. In San Francisco, J. J. Cahill will retire Dec. 31 as manager of the office there, and will be succeeded by Mr. Coughlin. Mr. Cahill will continue in a sales and advisory capacity. Ray Husted will continue as Los Angeles manager, with Mr. Harker serving as senior partner.

New Miami Agency Opens

Milco Inc., a new advertising agency with offices at 924 Lincoln Road, Miami Beach, has been formed, with full-scale operations scheduled to begin late in December. President of Milco is Ezra Millstein, formerly advertising manager of Caryl Richards Inc.,

New York and Miami, manufacturer of professional beauty preparations. G. Sanderson Knaus, previously art director of Caryl Richards, is vp and art director of Milco. The agency is starting with Caryl Richards, Rayette Inc., St. Paul, Minn., and several Miami accounts.

De Pew Joins White-Rodgers

David P. De Pew has joined the advertising department of White-Rodgers Co., St. Louis, manufacturer of heating, air conditioning and refrigeration controls. He formerly was in the advertising division of Caterpillar Tractor Co., Peoria, Ill.



IT'S CHRISTMAS TIME!

Gifts and greetings jam the mails;
Eager shoppers throng the stores.
Happy families—re-union bound—
Crowd plane and train and motor car.
Smiles brighten eyes and soften faces
Worn by care and daily stresses.
Whether times be good or bad,
In those with much or those with little
The spirit of "good will toward men"
Is again revealed—strong, persistent.
What a powerful force for peace
And understanding this spirit could be—
If allowed to rule the relationships
Of all mankind.

ROGERS

engraving company

2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

Nets, FCC Nearing Showdown over Legality of 'Must Buy' Option Time

(Continued from Page 1) found that "minimum buy" goes a long way toward achieving the same result by making sure that network time goes only to advertisers who are willing to invest a reasonable amount.

Option time, on the other hand, is used to clear time for network programming, and there have been repeated warnings to congressional and FCC investigators that network clearance of programming would break down if networks lacked legal power to insist on time periods when they are needed.

While this view has been particularly forceful with regard to live programming, network officials claim it also applies to film, since the advertiser wants to buy national circulation in terms of pre-planned viewing periods and adjacencies.

As it stands now, the majority of the members of the FCC reportedly are convinced that networks need option time rights in order to offer necessary time clearance security to advertisers. At the same time, however, it would be delicate for the FCC to defend option time as a practice necessary in the public interest, if it is being coupled with other practices adding to network bargaining power.

The maneuvering is nearing the show-down stage now because FCC is about ready to arrive at some conclusions about the lengthy investigation of network regulations which it has been conducting under a special appropriation from Congress.

An investigating group headed by Dean Roscoe Barrow, who was on leave of absence from the law school of the University of Cincinnati, filed a report in October, 1957, urging the commission to crack down on a variety of industry practices including network ownership of stations, network use of "must buy" time and the amount of station time committed to networks under option arrangements.

Since early this past summer FCC has been on notice informally that the Justice Department's anti-trust division may move against networks unless the commission acts to scale down network bargaining power.

Anti-trust Chief Victor Hansen has told the commission he regards "must buy" as a *per se* violation of anti-trust law. His views on option time have been somewhat less clear, but he has indicated that his present inclination would be to regard it as a *per se* violation, too.

Since the return of FCC Chairman John Doerfer from a lengthy international conference in Europe this fall, FCC has been working hard to come up with some conclusions about network business practices.

Actually the commission has no responsibility for "must buy," which is a company policy originated by the networks themselves. On the other hand, FCC has a lot to say about option time, because it is specifically authorized under the commissions's network affiliation regulations which have been in effect since prewar days.

Within the past few days the commission was reported to have split five to two on a tentative decision to issue a report finding that option time is necessary in the public interest in order to assure orderly operation of networks.

This finding would be of great importance to the networks in the event the Justice Department in-

sisted on anti-trust litigation to settle the point. But its exact significance is still uncertain because there are reports that FCC will cushion its decision with a proposal to scale down the amount of option time. Such a move would make option time less valuable to networks, but it would also make it almost impossible for the Justice Department to prove that existing option practices constitute an unreasonable restraint of trade.

So far, the move to eliminate "must buy" is the most important change in network procedures to come from the lengthy and costly investigations. Networks have voluntarily put contractual relationships with affiliates on a more systematic basis, but they continue to resist proposals that affiliates can compare notes on compensation arrangements and other features.

On its part, FCC has yet to force any changes on networks or their affiliates, nor has it made any move to "roll back" the existing limit of five vhs on multiple ownership of tv outlets.

In the three years since the "monopoly" issue was raised, the rise of ABC as a third network available to advertisers and the construction of third stations in many of the two-station markets has taken much of the "heat" out of the debate.

When investigation got under way in the House anti-trust subcommittee and the Senate committee on interstate and foreign commerce, tv still was bottlenecked by a number of two-station situations in key markets. Syndicators who instigated the investigations produced evidence that option time made it impossible for film producers to get widespread distribution unless they sold their product to networks.

Investigators were told that must buy represented an unfair power over advertisers, which networks could not have exercised except for option time arrangements which enabled them to control most of the best viewing hours in the key markets. They were also told the "must buy" privilege represented an extra plum which networks held when they sat down to offer affiliation arrangements to outlets in highly competitive markets.

Early last year reports from the House and Senate investigations became public. Both said "must buy" should go, though they agreed some kind of a "minimum buy" requirement seemed reasonable. Both also said option hours should be reduced to encourage more programming by regional or local advertisers.

FCC's own network study group claimed that "must buy" was an imposition on advertisers, though it admitted that its surveys failed to turn up any instance where a network advertiser had been forced to take more than two or three unwanted "must buy" stations.

CBS President Frank Stanton went before the commission this spring to insist that existing practices, including "must buy" and option time, are essential and aren't hurting anyone. #

Revlon Products to LaRoche

Revlon Inc., New York, has appointed C. J. LaRoche & Co., one of its present agencies, to handle advertising for Sun Bath, Baby Silicare and High Gloss hair spray. All were formerly at Dowd, Redfield & Johnstone. Thin Down, also at Dowd, Redfield, remains unsigned.



RECORD-STRAIGHTENER — Electronic News uses a page house ad to point out that news of the MOLE (a fictitious electronic military device), attributed by Time to EN's editorial pages, actually consisted of ads by Accuracy Inc. But "we are elated" that Time found the ad program of interest," EN says. Time says, "We just went along with the gag."

'Untrue' Merger of Silberstein-Goldsmith, North Is Confirmed

(Continued from Page 1) to supervise the radio-tv activities of the agency, also headquartered in New York.

As a result of the merger, some of the new accounts which will enter the North shop are Botany Brands; Excello Shirt Co.; F. Jacobson & Sons Inc. (Jayson shirts); Haspel Bros. (suits); Wamsutta Mills Inc.; Aetna Steel Products Corp.; American Elite (hi-fi equipment); Marvella Pearls, and Sheffield Watch Co.

No accounts are expected to be lost by either agency in the merger, according to the announcement. Agency officials also said that all personnel will be retained. North will now have full facilities in both Chicago and New York.

After AA's original story on the merger appeared Oct. 27, Mr. Nathanson wrote a letter to ADVERTISING AGE requesting a Page 1 retraction and asserting: "This story is absolutely untrue, and is categorically denied." News releases



carrying the same "categorical denial" were sent to newspaper ad columns and the advertising press by North.

Silberstein-Goldsmith was founded in 1918 by the late Alfred J. Silberstein, who died last year (AA, Oct. 21, '57). Mr. Goldsmith joined the agency in 1920 and became the sole owner of the agency after Mr. Silberstein's death.

North Advertising was founded three years ago by Mr. Nathanson; it has some \$5,000,000 in Toni Co. billings as its principal account. In its first year of operation, North billed \$10,000,000. Toni is still the largest account in the shop, which now has such other clients as Gillette Laboratories, Englander Co., Jewel food stores division of Jewel Tea Co. and Pilsener Brewing Co. of Cleveland. #

CBS Ends 'Must Buy' to Save Option Time?

(Continued from Page 1) time charge for nighttime and 75% for daytime. The minimums quoted above are based on current rates. If there are individual station increases between now and spring, the rates will go up accordingly.

There is no disagreement as to the main reason behind the CBS move. The key phrase is pressure from Washington. Industry sources are convinced that the network is scuttling the much criticized "must buy" policy in an effort to hold onto other things considered more vital to the operation of the business.

CBS now is ready to battle, if necessary, for the retention of option time and the right to engage in programming and to own stations. The network also feels that this action may help stave off the would-be reformers who would like to see the tv networks licensed.

Pressure from advertisers seems to have been the second major factor in this decision. Not everybody always wanted all those basics. For example, a sponsor might think he didn't need San Diego if he were buying Los Angeles, but both were required. Companies which hoped to feature new products didn't always have distribution in all the "must" cities. And of course there are lots of old products with peculiar marketing and distribution problems.

The average CBS nighttime show, as of late November, was being carried on an average of 146 stations, at a cost of \$64,000. In his letter to advertisers and agencies, William H. Hylan, CBS vp. pointed out that "of all current network business, no nighttime order is for less than 80% of the present applicable gross time charges, and only two daytime quarter-hour periods are for less than 75% of the present applicable gross time charges."

But does the advertiser want all those stations? And what will the average station lineup look like, now that he is to have a freer choice in the matter?

Only the future can tell, but there may be some indication in the experience of ABC Television, which has no required stations and specifies only that a sponsor must clear at least \$36,900 worth of time during a Class A half hour.

This indicates that sponsors, particularly those with successful shows, have a liking for substantial station lineups and big basic markets. The average ABC sponsor is buying considerably more stations than he has to; despite clearance problems in areas where there is still a station shortage, the average nighttime ABC sponsored show is aired on an average of 118 stations, with costs running somewhere between \$48,000 and \$50,000.

Chrysler Corp. buys 210 stations for Lawrence Welk's Saturday show. Chevrolet carries Pat Boone on 181, and Kaiser's favorite westerner, "Maverick," is seen on 133 stations.

By Jan. 15 the preference of CBS' customers will be obvious. They have until that date to inform the network if they wish to change current lineups and to find out if such changes are permissible under the new setup. Specific requests will help to clarify such points as what the network defines as a "significant section of the U.S."

In short, how much of an area

will a sponsor be allowed to leave out?

"Well, we certainly won't permit him to eliminate areas willy-nilly," a CBS executive told ADVERTISING AGE. "A sponsor, for example, could not decide to drop out the whole South—first, because he wouldn't be able to qualify for the dollar volume minimum and secondly, because we then would not be living up to our responsibility to provide program coverage to all our affiliates on a nationwide basis."

What does this revision mean for advertisers? Perhaps not very much for the big national advertisers who want long station lineups and find the "must buy" markets truly "musts" for them, but it means a great deal for less-national companies with special marketing and distribution considerations.

In either case, as Jack Green, of J. Walter Thompson Co., pointed out, it is a smart move on the part of CBS, which now shifts the burden of decision from the network to the advertisers. Some agency men are predicting that the complaining advertiser will soon discover that he needs some of the stations that he has been trying to get deleted from his lineup.

It is expected to be only a matter of time—and nobody will say precisely how much time—before NBC Television follows the CBS lead. NBC has been considering several alternates to the "must buy" pattern for some time. NBC's required list of stations numbers 57 at a half-hour Class A cost of about \$50,000. But the network's average nighttime show is carried on an average of 138 stations at a cost in the vicinity of \$60,000.

Under consideration are a variety of dollar volume plans and an assortment of proposals designed to assure the network of coverage in the major geographic areas. #

Kraft to Give Job on TV (for 2 Weeks) to Winner of Contest

(Picture on Page 1)

CHICAGO, Dec. 18—This may not be the answer to all of television's problems, but the winner of an upcoming jingle contest sponsored by Kraft Foods will win a two-week contract (at a mere \$10,000 per week) as an actor or actress on the "Bat Masterson" tv show (NBC).

Advertising for the contest, a promotion for Kraft's Fudgies and caramels, will begin in January. Color pages are scheduled for the Metro Sunday Comics Network Jan. 18 and Puck-The Comic Weekly and independents Jan. 25. February issues of ten comics books in the Dell group will also carry color page ads, and the contest packages will be featured in four ads in Life in January and February.

Additional promotion will be given on the Bat Masterson show and the "Kraft Music Hall" (NBC) in January and February. Point of sale material, including life-size cut-outs of Bat Masterson for heavy-traffic stores, will also be used. #

Smith Named Sales Manager

Lawrence R. Smith, formerly national advertising manager of Thomas Electronic Organ Co., has been named general sales manager of Western Broadcasting Co., Hollywood.

THE ADVERTISING MARKET PLACE

Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlon Ave., Los Angeles, 8. Amxminister 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of \$18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR, 6 MONTHS ENDING JUNE 30, 1958 **41,961**

NOTICE

Due to the Christmas and New Year holidays the deadline for all classified advertising will be Dec. 23 for the December 29 issue, and December 30 for the January 5 issue.

HELP WANTED

RESEARCH DIRECTOR
Multiple Businesspaper publisher needs research director. Unusual opportunity with expansion-minded firm, now getting into electronic data processing. Send resume to Donald Neth, Miller Publishing Co., P. O. Box 67, Minneapolis 40, Minnesota.

RADIO-TV WRITER
Outstanding opportunity for experienced radio-TV writer and production man to grow with expanding Southeast agency. Must be able to turn out large volume of polished commercials for variety of products and services. No beginners, please. Send resume and recent pic. Box 2095, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

SPACE SALESMAN
Scandinavia's only English language newspaper seeks agent for consumer advertising to Americans in Europe.
THE SCANDINAVIAN TIMES
KOMPAGNISTRAEDE 39, COPENHAGEN, DENMARK

COPYWRITER WANTED
Substantial 4A agency needs young man with a head for ideas and a flair for effective writing. Advertising agency experience or experience in an advertising department desirable. Excellent opportunity for writer who can prove it on paper. Our own people know about this ad. Send details to
Box 2093, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

Secretary for executive of TV and Media department. Salary open Call Mohawk 4-6692, Miss Wrobel, Chicago.

MOLENE
Public Relations Copywriters Adv. Managers Artists Production Service "All in grist, which comes to our mill" Andover 3-4424, 105 W. Adams St., Chgo 3

NEWSLETTER EDITOR
Intelligent, crisp style, ability to interpret news, spot trends, forecast industry changes, advertising industry. Salary open.
Box 2094, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

Salesman to represent highly creative and prestige art studio. Experience and background in advertising art essential.
BUNDY-FREIDAY STUDIO, INC.
185 N. Wabash Ave., FR 3-0287, Chicago.

V.P.-PUBLIC RELATIONS DIRECTOR
Position available with multi-unit employer in top salary bracket. Resume unnecessary. Send brief letter with experience high lights. All replies held confidential.
Box 2097, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

SALES PROMOTION ASSISTANT

AGE 25 TO 30, A B.S. IN CHEMISTRY PLUS SOME WRITING EXPERIENCE IN RELATED FIELDS.

Our rapid growth requires the services of the technically trained man with experience in advertising, sales promotion, and technical writing in the chemical field.

We offer the best of working conditions in recreational New England, large corporation benefits, plus salary commensurate with experience.

Send resume in confidence to:

Mr. George F. Henderson,
SHAWINIGAN
RESINS CORPORATION
SPRINGFIELD 2, MASS.

HELP WANTED

AGENCY CONTROLLER-OFFICE MANAGER
This agency is looking for a man with not less than five years' experience in advertising, accounting, and financial work, to become responsible for our general office management. A fine opportunity for growth and participation in a steadily expanding agency operation. Please address communications, if interested, to Bowman Kreeer, Clinton E. Frank, Inc., Merchandise Mart, Chicago 54. Do not telephone.

ADVERTISING & PUBLISHING FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS—PLACEMENTS
209 So. State St. HA 7-1991 Chicago

ADVERTISING ARTIST
able to do finished art, lay-out, retouching. Ideal working conditions: private office with north light, liberal pension plan, accident and health insurance. Pleasant city 2 hours from Chicago, with wide lawns, shaded streets, fine schools, excellent parks. Permanent position. Write for interview W. T. Rawleigh Co. Freeport, Ill.

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
409 E. Ohio St., Chicago, SU 7-2255

SECRETARY, COSMETICS

An alert mind and willing hands are needed to assist Sales Promotion Manager of new Cosmetic Division of well-known Orange County Manufacturing Company. Some agency experience and creative ability preferred. Excellent working conditions and fringe benefits. Marvelous opportunity for dependable girl, 22-26, who can get along well with people and isn't afraid to tackle a variety of jobs, which includes typing and shorthand. Send complete resume to C. J. McDevitt,
NUTRILITE PRODUCTS INC.
Buena Park, California

Our 47th Year
LAST CALL! P.R. resort and travel, to \$25M
MKTG. EXEC., field analyst, realistic, tested idea man, foods, agency, \$18-\$23M
AE, foods. Beer helpful.
Creative in work with writers. To 45, to \$15M
MKT. RESEARCH, young, consumer goods, \$11-\$12M
MEDIA MAN OR WOMAN. Print-broadcast, to \$10M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

MAKING A 20 MILLION AGENCY OUT OF A 10

Growth comes when an agency can show that its work is a consistent fulfillment of accepted principles: In selling, in advertising, in marketing, and good business practices. The ability to perform creatively along such lines are the special gifts of a man with a national reputation and long agency experience in package goods field. A change to a Chicago agency could be the outcome of his knowing about an opening with a financially Strong growth conscious organization in need of strength in any one of several spots "plans" "new business" "creative directorship" ACCOUNT WORK. Substantial salary required. Good chance of gross income liquidating salary at outset. Write adequately if interested in further details.
Box 328, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

PRODUCTION MANAGER

by VanSant, Dugdale — Baltimore
Due to illness, this over 100 employee 4A agency needs man with thorough knowledge of type, engravings, electrotype, etc. Coordinating and expediting experience equally important. Our man is probably filling #2 spot in bigger agency and seeks greater opportunity. Salary commensurate with ability. Profit sharing, life insurance and retirement plans. If you're interested, send resume to Executive Vice President, VanSant-Dugdale, 15 E. Fayette St., Baltimore 2, Md. State present salary and enclose snapshot if possible.

POSITIONS WANTED

MERRY CHRISTMAS TO YOU. A man who really can sell advertising is available for a position before Christmas, so he can make his big family happy too. Salary open, resume on request.
Box 2081, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

Publication or Agency Production Experience: 9 years with Esquire, Coronet and Popular Homecraft magazines, 10 years in graphic arts.
Box 2086, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

ADVERTISING FACTOTUM AVAILABLE
... like to be able to turn your projects over to a right hand man with complete confidence that they'll be done right and on time? For a solution write: J. B. 429 George Street, Elgin, Illinois.

AVAILABLE
Young, personable, experienced advertising agency controller, desires connection with agency billing over ten million.
ACCOUNTANTS EXCHANGE
105 W. Madison, Chicago 2
Central 6-1790

CREATIVE ADMINISTRATOR
CHICAGO accounting graduate (MBA) with background in economics and statistics and 5 years as controller of agency now in 3-5 million class. Creative planner, systems and controls developer. Talented analyst, interpreter, reporter of the significant in operations, media-marketing data. Competent financial or office manager, 37, family. Controller, dept. manager, or research staff position with growth minded firm. Please write
MORTON FRANCKEL
918 Dell Road Northbrook, Ill.

I promise you a Prosperous New Year . . . If your pub. needs a top producer in So. Calif.! 7 yrs. hard work & love it: Selling as rep & one-man trade book staff; also editorial, make-up, production. Age 31. Eastern or Western pub.
Write Box 27 R 262, ADVERTISING AGE, 4041 Marlon Ave., Los Angeles 8, Calif.

YOUR CLASSIFIED AD HERE WILL BRING RESULTS

ASSISTANT TO ADVERTISING MANAGER

Excellent opportunity for ambitious, well-organized young man, between 25 and 35, with solid background in advertising and promotion. Position requires experience with advertising agency or in advertising department. Knowledge of all mechanics of advertising essential. Must be a self-starter and capable of carrying the ball on all phases of promotion with our accounts in the field. Submit resume stating detailed experience, specific responsibilities and present salary. Our employees know of this ad. All replies held in confidence. Box 330, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ART DIRECTOR

Leading manufacturer in field-establishing new consumer product division—needs art director with top-flight ability in full-color graphic design for work similar to textile and wall-paper design. In addition, applicant must be strongly sales-minded with solid knowledge and background in sales promotion and advertising, full knowledge of graphic arts production methods. Experience in manufacturing advertising/sales promotion dept. preferred. Position offers great freedom of expression, opportunity to work with leading artists and designers. Stable position for a stable person—bright future with a rapidly growing organization. Salary: up to \$8500. Send complete resume. Box 27 R 261, ADVERTISING AGE, 4041 Marlon Ave., Los Angeles 8, Calif.

RARE OPPORTUNITY-TV Q

I want a man to manage, promote and develop TV Q-Ratings. Please give your background in detail, your business ambitions and state the salary you need to get by on. Write only.
Henry Brenner
90 Main Street
Port Washington, N.Y.

BUSINESS OPPORTUNITIES

FOR QUICK SALE
Consumer Boating magazine, ABC. Excellent reputation for more than 60 years. Box 2098, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

MISCELLANEOUS
Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions. 1625 Lincoln Street, Denver 3, Colorado.

"World's Handiest Type Book" helps you to give the pro touch to any printed use of words, fast. Free circular, suggestions. Baird, 114 W. Kinzie, Chicago 10, WH 4-4347

OVER NITE COLOR PRINT SERVICE FROM TRANSPARENCIES ONLY.
If you are paying high prices for over nite print service it will pay you to write to:
Box 2099, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

READER SERVICE CARDS A PROBLEM
A complete service tailored to your need Reasonable Rates Rapid Processing
Stevens Reader Service, Copake Falls, NY

REAL ESTATE
Like new modern 3 story office building on Oak Street between Michigan and Rush. Total 3 floor sq. ft. area 3800. First floor area 1000 under lease for 5 yrs. 2nd and 3rd fl. area of 2800 sq. available at once. Third floor has deluxe paneled story and half conference rm. with fireplace and kitchen facilities. Ideal for advertising agency, architect or designer. Information upon request.
AGENT
Box 2100, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

'TOP TWENTY' AGENCY WANTS TOPNOTCH ACCOUNT EXECUTIVE
We need a young account executive with planning and administrative talents on a multi-million dollar consumer-industrial account. He's probably about 30 with substantial agency or client background. He gets along well with people, thrives under pressure and can spark creative thinking (even write copy in a pinch). He'll work with a skilled force of copy, art, media, research and TV veterans in a 100-man office. Starting on leading industrial products, he'll eventually move into consumer markets. If you're our man, send us a resume and a photo (returnable).
Box 320, ADVERTISING AGE, 480 Lexington Avenue, New York 17, New York

TOP ADVERTISING SALESMAN DESIRES MANAGEMENT POSITION

Successful advertising salesman in both consumer and business paper fields, plus solid background in all phases of advertising and sales promotion wants management responsibility with publisher. Particularly well suited for Advertising Sales Manager. Now associated with consumer publication in Chicago. Interested in both consumer and business papers. Willing to relocate. Box 324, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

In a Midwestern 4-A Agency there is an opportunity for a copywriter who has done reasonably good readership rated magazine advertisements and who doesn't mind putting the same ability to work on trade paper and literature. Experience in industrial and rubber fields valuable. For consideration of appointment send sample one advertisement with resume. Our people know of this opening.

Box 327, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

We need an experienced AGRICULTURAL ACCOUNT EXECUTIVE

A creative copy-contact man who will supervise one or more of our major farm accounts in New York. Must be strong on farm marketing and merchandising . . . and preferably has a background in agronomy, farm chemicals or fertilizers. The man we want is a self-starter, aggressive and well-organized. He's probably in his middle 30's . . . and he'll respond to the challenge and growth opportunity in this job. Replies will be kept in strict confidence. Send resume to Howard Sharman, Exec. V.P. . . .
Marsteller, Rickard, Gebhardt & Reed, Inc.
800 2nd Ave., New York 17, N. Y.

MEDIA DIRECTOR WANTED

An established 4A agency located in Chicago is looking for a young man to head up their media department. A knowledge of all types of media and of both consumer and trade advertising is essential. Even more important is the ability to develop creative media programs, to write and give presentations, and to manage a sizable department. An opportunity for a young man to assume real responsibility. Under 35 preferred. Salary commensurate with your experience.
Reply Box 329, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

LITHO SALES

Milwaukee Lithographer with reputation for fine color work, established over 50 years, is adding to its sales staff either on full time or part time basis. We have a creative design department to assist in developing accounts. Our new plant is on one floor equipped with four color and two color offset presses, platemaking, binding, typesetting and letterpress departments—all post war equipment.
Write: Arthur A. Wetzel, President Wetzel Bros., 112 N. Broadway, Milwaukee 2

Agricultural-Industrial Account Executive

Account Executive desires relocation and more responsibility. Experience: Industry, management. Adv. dept., 4A Agency. Education: Agricultural and Engineering. Prefer Chicago area or west coast. Present location: Eastern U. S. Box 325, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

PRODUCTION EXECUTIVE

Thoroughly grounded in graphic arts procedures, procurement and controls. 28 years experience. Excellent references. Write for detailed summary of business experience. Box 323, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

RESEARCH DIRECTOR FOR MEDIUM SIZE ADVERTISING AGENCY

We are looking for a top-flight executive to head our research department. He must be thoroughly experienced in all phases of consumer, market, product, copy and motivational research and be trained in the psychological sciences, statistical techniques and sales analysis. To such a man one of New York's fastest growing advertising agencies offers a salary in keeping with the responsibilities and an opportunity to become a key member of a highly respected organization. Please write fully about yourself, including your present salary bracket. Your reply will be held in strict confidence. Our own people know of this advertisement.
Address President, Box 326, ADVERTISING AGE, 480 Lexington Ave., New York 17, N. Y.

Holiday Greetings

Sincere "thanks" to you whose friendship and cooperation made 1958 a pleasant year to remember.
All good wishes for a most Merry Christmas and a Happy and Healthful 1959.
GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
220 S. State St. • Chicago • WA 2-4800

Current Deals . . .

Maxwell House Tries 12¢, 7¢ Offers in Ads

CHICAGO, Dec. 16—General Foods Corp. is trying a variety of appeals for its Instant Maxwell House coffee in newspaper ads, according to an ADVERTISING AGE spot check of "current deals and offers" in selected cities.

A Maxwell House ad in the *Milwaukee Journal* offered 12¢ off on a large jar; in the *Phoenix Gazette* and *San Diego Tribune* it was 7¢ off, and in the *Cincinnati Enquirer* and *Peoria Journal Star* there was no special offer. The two-color ads were the same except for the lower-right panel and the heads which read "Coffee Sale!" in the special-offer cities, "Here Today!" in the no-offer ads. GF also promoted its Birds Eye cut corn and French fried potatoes with a 5¢ coupon-in-the-package offer in the *Cincinnati Enquirer*. #

Big Circulation Gusher Turns Out to Be Dry Well

(Continued from Page 3) matter, the test is suspended indefinitely."

Look told ADVERTISING AGE that Dr. Westerberg had approached Look circulation people in Des Moines with the subscription idea. Through a misunderstanding, the magazine promised cooperation on the idea on Dec. 6 pending approval from Look's New York office and with the provision that the Post Office Department approved it.

The magazine said that "some" subscriptions had been sold through the plan and that Look would "make good" on them if Coinco did not refund the subscription price. Look denied that it had any contractual agreement with Coinco.

However, Coinco literature displayed a reproduction of a telegram from Henry C. Cowen, Look assistant subscription sales manager, to Mark Sorley, Coinco vp and general manager, which said: "Congratulations on your new sales plan for the distribution of Look subscriptions. Know you will be successful and look forward to working with you. Will give your orders special prompt handling."

Here is how the Coinco plan was to work: A person paid \$10 for a three-year subscription to Look and became a dealer. He then was to sell six such subscriptions, on each of which he was to get a

Current Deals and Offers

Listed below are a variety of offers by advertisers taken from the Thursday, Dec. 4, issues of newspapers in ten cities. The ten are scattered geographically and are used often by advertisers as test markets. For that reason, ADVERTISING AGE feels that offers listed here give a fairly representative sample of deals that are being offered by advertisers.

The newspapers used here are the *Atlanta Journal*, *Cincinnati Enquirer*, *Denver Post*, *Milwaukee Journal*, *New Orleans States & Item*, *Peoria Journal Star*, *Phoenix Gazette*, *Pittsburgh Press*, *San Diego Tribune* and *South Bend Tribune*.

Since many of these offers are national and tend to appear in many of these newspapers on the same day, whenever an offer is listed for the first time all the other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Atlanta Journal	Offers
Nine Lives cat food	Six free cans in exchange for six labels.	
Clorox	8¢ on-the-bottle coupon.	
Seabrook Farms	Six free packages of frozen vegetables for 12 panels from packages.	
Cloverbloom margarine	Certificate for one free pound. Also in New Orleans.	
Ballard flour	15¢ coupon. Also in New Orleans.	
Heinz beans	Ekco knives as premium for \$1 each (50¢ for paring knife). Also in Cincinnati, Denver, Milwaukee, New Orleans, Peoria, Phoenix, Pittsburgh, South Bend.	
Stokely's frozen foods	5¢ coupon.	
Folger's coffee	Cincinnati Enquirer	
Nescafe	5¢ off on each pound.	
Pillsbury's Best flour	20¢ off on large jar, 12¢ on small. Also in Pittsburgh and South Bend.	
Birds Eye cut corn and french fried potatoes	15¢ coupon.	
	5¢ coupon-in-package.	
Snow Crop frozen juice	Denver Post	
Friskies cat food	Christmas doll for 25¢ and three can tops. Also in Milwaukee and South Bend.	
Allsweet margarine	15¢ coupon.	
Mrs. Tucker's shortening	10 cookie cutters for 50¢ and two certificates. Also in Pittsburgh.	
Carnation instant wheat	15¢ off. Also in Peoria.	
Stokely's canned fruit	10¢ coupon. Also in Phoenix and San Diego.	
	10¢ coupon.	
Snow Crop peas	Milwaukee Journal	
Friskies cubes	Christmas cards for \$1 and two wrappers. Also in Pittsburgh and South Bend.	
Beech-Nut baby foods	15¢ coupon. Also in Peoria, Pittsburgh and South Bend.	
Maxwell House instant	Six free jars for six labels.	
	12¢ off on a large jar.	
Ideal dog food	New Orleans States & Item	
Swift's ice cream	Three cans free for three labels.	
Borden's instant Dutch chocolate flavored mix	Dipper Dan doll for \$1.50 and two end flaps.	
Merita Thaw-n-Bake rolls	10¢ coupon.	
	10¢ coupon.	
Royal gelatin dessert	Peoria Journal Star	
	10¢ coupon.	
Blue Diamond almonds	Phoenix Gazette	
Maxwell House instant	29¢ savings on two cans.	
	7¢ off. Also in San Diego.	
Libby's baby foods	Pittsburgh Press	
Py-O-My blueberry muffin mix	10¢ coupon.	
	25¢ cash refund.	
Rich's whip topping	San Diego Tribune	
	10¢ coupon.	
Thomas J. Webb coffee	South Bend Tribune	
	10¢ off on 2 lb. can.	

\$1 commission.

Those to whom he sold became dealers in turn; the original seller also was to receive a \$1 commission on each subscription sold by each of the six, and on successive sales as the scheme progressed, round by round.

Dr. Westerberg said the cutoff point is "at the fifth level," and the original seller could make \$9,330 if the progression were unbroken.

Shortly after he opened the Coinco office, Dr. Westerberg said, he was flooded with telephone calls and telegrams and visitors who wanted to get in on the plan. Postal authorities in Wenatchee also reported that they were deluged with so many air mail letters that they "didn't know what to do with them." #

Pharmaceutical Adclub Elects

Thomas P. Lewis, general manager of Tailby-Nason Corp., has been elected president of the Pharmaceutical Advertising Club of New York. Other officers elected for 1959 are John W. Eckman, vp of Thos. Leeming & Co., president elect; Edward W. Whitney, director of advertising, Warner Chilcott Laboratories, and Paul J. Micali, advertising director of Schering Corp., vps; Austin J. Daly, advertising manager, Lederle Laboratories, treasurer, and Audrey Girard, advertising manager, J. B. Roerig, secretary.

Sculptor Named to Goebel

Thomas H. Sculptor, who has been on various marketing, merchandising and ad assignments since he joined Campbell-Ewald Co., Detroit, in 1955, has been appointed account executive on the Goebel Brewing Co. account.

S.F., L.A. Agencies Affiliate

Knollin Advertising Agency, San Francisco, has formed an affiliation with Smalley, Levitt & Smith, Los Angeles. Each agency will act as a branch office of the other and will exchange service on behalf of clients.



Heller Tuers Persky Hall

ADVERTISING HUDDLE—Les Persky and Harold Tuers, of Product Services, outline the promotion plans for Six Month floor wax to Jack Heller and Lee Hall, chairman and president, respectively, of Continental Wax Corp.

Six Month Floor Wax, Opening Markets with Saturation TV, Tells of Sales Successes

(Continued from Page 3) try for the consumer's favor with a refined form of a paste-like liquid wax that had long been in use industrially under the name of Continental 18. It was Mr. Persky who hit on the idea of naming the product after its principal claim—that is, six months of use without re-waxing. Miami and southern Florida were selected as the initial marketing areas because they offered a wide variety of floors for the first test. Texas was the second marketing area.

Encouraged by its Florida and Texas reception, Six Month wax

roared into Louisiana, Oklahoma and Ohio early in 1958. The initial technique of saturation tv spots, mixed with a little radio, was repeated. New York, New Jersey and Connecticut were the target areas in August, followed by Philadelphia, Pittsburgh and several southern cities in the fall.

Mr. Hall told ADVERTISING AGE that he has been able to obtain pretty good distribution before the advertising starts rolling. He said this was made possible by the early successes in the Florida and Texas test markets. "We just go in and explain to the stores what we're planning to do in advertising and we have no trouble getting them to stock our product," he said.

This is not surprising, in view of the tremendous television support the company is giving Six Month floor wax. In the words of Mr. Persky, the technique is "super-saturation." Sometimes as many as 300 spots—minutes, IDs and 20-second units—are scheduled weekly in a single city on tv and radio.

NIAA Members Ask Wider Scope in Quiz Replies

(Continued from Page 2) the dues and service policies of the association are satisfactory, 429 expressed dissatisfaction.

The survey tabulation served as a basis for discussion of chapter coordinating committee chairmen and the organization development committee here last week. The meeting was a preliminary session to formulate recommendations for NIAA's future organization and operations.

Willis T. Jensen, vp of the Rumrill Co., Rochester, N.Y., chairman of the organization development committee, said that his committee will prepare an initial report on recommendations for NIAA's structure and areas of activity which will be presented to NIAA chapters early in 1959.

Members of the organization development committee, in addition to Mr. Jensen, include:

C. D. Byrd, advertising manager, Dresser Ideco Co., Columbus, O.; H. A. Harty, advertising manager, Wolverine tube division, Calumet-Hecla Inc., Detroit; R. H. Koehler, advertising manager, Westinghouse Air Brake Co., Pittsburgh; C. V. Meconis, advertising manager, Rapids-Standard Co., Grand Rapids; G. H. Pfeifer, advertising manager, Chain Belt Co., Milwaukee; A. McD. Robertson, account executive, Heggie Advertising Co., Toronto; H. E. Snyder, advertising manager, Arcos Corp., Philadelphia; Fred Wittner, president, Fred Wittner Advertising, New York; Jordan D. Wood, advertising manager, Jones & Lamson Machine Co., Springfield, Vt.; T. G. Monahan, advertising manager, Dozier-Eastman & Co., Los Angeles; and C. J. Steward, Dowell Inc., Tulsa. #

As in the case of Lestoil, television can take the bows for spreading the word quickly about Continental. The company came out of nowhere to zoom into 29th place on the TvB's third quarter spot tv spending list, with estimated gross time expenditures of \$622,700.

Now, however, tv is being backed up by newspapers and a holiday radio jingle campaign. But tv is still the big medium; it will get 85% of the anticipated 1959 budget of \$2,500,000. This is quite a jump from the first year's budget of \$60,000.

Distribution, which is expected to go national eventually, will be expanded to cover eight additional cities in the spring. If all continues to go well with Six Month floor wax, another new product of a companion type will be introduced in a year or so. #

Walther Integrates N.Y. Shop

F. P. Walther Jr. & Associates, Boston and New York, has integrated all its New York area advertising, publicity, pr and marketing facilities at 147 E. 50th St., New York. Richard V. Reeves, vp, is in charge. The agency's Boston office is at 172 Newbury St. Each office is now equipped to offer complete client service, according to F. P. Walther Jr., the agency's head.

McGraw Unit Names Ray Ellis

The measurements division, Boonton, N.J., of McGraw-Edison Co., Elgin, Ill., has appointed Ray Ellis Advertising, Chatham, N. J., to handle its advertising. The division makes signal generators and electronic testing equipment.

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. Art & allied fields.
By appointment only
59 E. MADISON SUITE 1417
CHICAGO 2, ILL.
Central 6-5670

Fine, Fast, Fairly Priced Photography
pics photographers
197 NORTH LA SALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Bruning Appoints Ronalds

Charles Bruning Co., Mount Prospect, Ill., manufacturer of Copyflex diazotype reproduction machines and papers, has appointed Ronalds Advertising Agency, Toronto, to handle its ads in Canadian business and trade publications. H. W. Kastor & Sons, Chicago, handles all Bruning advertising in the U.S.

Harper Becomes Board Chairman; McCann Retires

(Continued from Page 1)

elected to succeed Mr. McCann as president. Mr. Harper was then 32.

The son of an advertising researcher who had a company under his own name, Mr. Harper rose to the top at McCann through the research side of the business. In 1949, his first year as president, the agency billed \$60,000,000. It billed \$262,000,000 last year.

■ Interviewed today by ADVERTISING AGE, Mr. McCann said he had "already been halfway retired."

"No one feels it's a great change because it has come about so gradually," he said.

Retiring with Mr. McCann is Henry Q. Hawes, who has been associated with the agency for 40 years. He has been a director and a member of the finance committee.

Robert E. Healy, formerly exec vp, was elected by the board to the new post of vice-chairman. Mr. Healy joined McCann-Erickson in 1952 after 18 years with Colgate-Palmolive Co. Wilbert G. Stilson, exec vp and top administrative officer, was named chairman of the operations committee.

■ Mr. Harper announced, in a staff memorandum, that the board's decisions complete "a series of actions initiated by Mr. McCann over the past 15 years, in which management control and ownership have



Marion Harper

passed in an orderly progression from the founders to the staff."

These actions have included adoption of the first employee benefit plan in 1943, inauguration of an employee stock plan in 1946 and the purchase of voting stock by employees' benefit plans in 1956.

With the retirement of Mr. McCann, majority voting control passes to the employees' benefit plans. Mr. McCann has sold all of his equity stock to the company, but he told AA he is not taking all of his capital out of the agency.

"I feel that the people who work in the agency should have the profits from it," Mr. McCann said.

■ Mr. Harper called the board's decisions "a notable milestone," adding:

"The founders have now totally entrusted the company to the staff. In contrast to what commonly happens in the transfer of founders' ownership in many businesses, none of the original financial interest in McCann-Erickson passed outside the company.

"It can be literally said, therefore, that McCann-Erickson is owned by and operated for the benefit of all echelons of its employees.

"To the best of our knowledge, this is the first time that employee benefit plans have acquired voting control and ownership of any sizable advertising agency."

The retirement of Mr. McCann



"[Advertising] has a strong professional side, but you need people with good business judgment."

represents the formal transfer of control to the Marion Harper administration. In relinquishing the president's post 10 years ago, Mr. McCann gave the young Mr. Harper a free hand in running the agency. And Mr. Harper proceeded to transform McCann-Erickson.

■ The McCann-Erickson of today is an agency fashioned by Marion Harper. It has spawned Communications Counselors, Market Planning Corp. and Sales Communications Inc. to offer clients a range of services covering all phases of marketing. It has forged ahead overseas with new offices, many of them the leading agencies in their respective countries. It has absorbed Marschalk & Pratt to provide a small agency atmosphere for clients who prefer not to deal with a large agency.

Mr. Harper has stocked his organization with a glittering array of top-drawer talent, drawn from industry, media and other agencies. Among the Harper recruits are Bob Healy, Frank White, Terry Cline, Emerson Foote, Tom McAvity, George Park, Anthony Hyde, Vince Tutching, Art Grimes, Ham Mattoon, Roger Purdon, Bob Cole and Ted Beach.

■ McCann-Erickson, under Marion Harper, also has become a lodestone for big advertisers. Two of the largest accounts to change hands in recent years—Coca-Cola and Buick—both went to McCann. Among the other clients added in the past five years are Avis Rent-A-Car, Colgate-Palmolive, Bulova, Georgia-Pacific, Liggett & Myers, McGregor-Doniger, National Airlines and Mennen.

Whenever Mr. Harper and other top executives of the agency have talked about the growth of McCann-Erickson over the past 10 years, they invariably have pointed out to interviewers that all of this was made possible by the willingness of Mr. McCann to give the management a free rein.

It was, in a sense, a caretaker management, with Mr. McCann, in financial control of the agency, remaining in the background.

■ McCann-Erickson moves into 1959 with an 11-man board of directors—all of them active in the management of the agency. On this board are Mr. Harper; Mr. Healy, regional supervisor of eastern offices; Paul Foley, manager of the New York home office; Emerson Foote, midwestern regional supervisor; Thomas P. Losee, in charge of affiliates; Ruyard C. McKee, administrative vp; Chester A. Posey, in charge of account planning, media and research (his son, Chester L. Posey, is vp and general manager of McCann's Chicago office); Phipps L. Rasmussen, West Coast regional supervisor; Wilbert G. Stilson, exec vp in charge of administration; John H. Tinker Jr., creative chief; and Frank K. White, treasurer.

Five of these board members—Messrs. Foley, Foote, Healy, McKee and White—joined McCann-Erickson after Mr. Harper became president. #

Half a Century in Ad Business—46 Heading Own Shop—McCann Found It 'Never Boring'

NEW YORK, Dec. 17—Harrison King McCann, who retired this week as chairman of McCann-Erickson, looked back today over 46 years in the advertising agency business.

In a business given to hyperbole, Harry McCann stands out for his reticence. His tall, well-filled figure has graced few speakers' platforms and he leaves no legacy of maxims for success in the agency world.

He was, perhaps above everything else, an entrepreneur—and a very successful one. He is known for his ability to get along with top corporation executives and for his skill at picking lieutenants.

"It was very stimulating," he said today in response to a question as to what he felt his major accomplishments were. "The agency business is always interesting, because you are working with so many different companies. There's something new every day. It's not the same as stamping out the same thing all the time. It's so stimulating that you never get bored."

■ Mr. McCann doesn't think it matters much whether advertising is called a business or a profession.

"It has a strong professional side," he said, "but you need people with good business judgment."

Interviewed in his 13th floor office at 50 Rockefeller Plaza, headquarters of an agency which now prides itself on depth of services, Mr. McCann allowed that things were a little different when he started the H. K. McCann Co. in 1912.

"We had only newspapers and magazines then," he recalled. "We had no radio or television. Clients did some of their own advertising, and we did some. Today clients are demanding more and more services—and justifiably."

The McCann agency owed its start in life to the dissolution of the Standard Oil trust. Mr. McCann came down to New York from Maine in the early part of the century, worked as a sales representative for Poland Springs water, went with a small advertising agency and then pioneered in public service advertising with the New York Telephone Co. He joined Standard Oil as head of the advertising department in 1911, just a year before the Supreme Court ordered the dissolution of the Rockefeller empire.

■ He offered to set up an agency to handle advertising for all of the Standard companies, promising to take care of the people in the ad department. Standard put him in business. In that ad department, which was transformed into the H. K. McCann Co., were Harrison Atwood, later international vp and vice-chairman of the agency; Kitty Kelly, who is still his secretary; Dewey Hill, now at Fletcher D. Richards; and Ellery Mann, who later became president of Zonite and Tampax, companies in which Mr. McCann was also a major in-

vestor.

The Standard Oil business made H. K. McCann a national agency from the start. To service the different segments, branch offices were opened, and because the oil companies were big businesses in their areas, the agency was able to move on to other major accounts. The branch operation common today in the national agency field was pioneered by Mr. McCann.

Over the years the agency lost different segments of the Standard business—inevitable as the different companies became more independent of, and more competitive with, each other. McCann-Erickson, however, retains today the Jersey Standard account (and its subsidiaries, Carter Oil and Humble Oil) and the Ohio Standard account.

■ Mr. McCann was a Bowdoin man (class of '02), and for years the top echelons of the agency were studded with Bowdoin men. Mr. Atwood was from Bowdoin, as was Henry Q. Hawes, whom Mr. McCann sent to the West Coast in 1918 to handle Standard of California. Also, in 1920, Mr. McCann recruited from Bowdoin the late Dr. L. D. H. Weld to organize a market research department. It was Dr. Weld who developed the well known McCann-Erickson estimates of total advertising volume.

Standard Oil, which put the agency in business, also put it into the international field in the '20s. McCann opened agencies in Europe then, primarily to service Jersey Standard, and this was the beginning of the vast McCann-Erickson International network of offices, which serve hundreds of clients today.

"We felt that we should follow the flags of our clients," Mr. McCann explained today. He noted that the international business was not profitable for the agency at the start, and he added that it still isn't very profitable today, compared to domestic business, although billings will amount to some \$60,000,000 this year.

■ There were some tough times along the way. Mr. McCann particularly remembers the period immediately following the stock market crash of 1929, when clients cut back advertising sharply. It was then—in 1930—that Mr. McCann merged his shop with A. W. Erickson Co., founded by another agency pioneer, Albert W. Erickson.

"We fitted very well together," Mr. McCann said today, "and it was a great loss to lose him six years later" (Mr. Erickson died in 1936).

Once described by an employe as looking "like a farmer who had found there was money in the Maine legislature," Harry McCann was intensely loyal to his people, ready to go to bat for them with any client. In his day, McCann was a "dear" agency: it didn't pay high salaries or bonuses, and vice-

presidencies were rare. There were some who doubted that he was an advertising man—he was never particularly close to creative people. But no one ever doubted his business acumen.

■ He disliked giving orders, firing people or resigning accounts. He was at his best when an account was in jeopardy. He was very good at top level contact, completely at home in the corporation world and skilled at figuring out what a client would accept.

As a rule, he never talked advertising *per se*. He talked to tycoons about advertising as a necessary investment to produce profit—the bigger the investment, the bigger the profit. In one rare speech that he made in 1936, he pointed out that advertising reduces the unit cost of products by increasing the number of users.

Never one to seek the limelight, he has one of the shortest biographies in "Who's Who"—just five lines. He absolutely disliked writing business letters. He used to say there were two kinds of letters—those that shouldn't be answered and those that needn't be.

■ He has always been known for balance and coolness under fire. According to one story, when McCann lost the Socony account, Mr. McCann was two days out on a boat to Europe and it took 48 hours for the McCann people to work up the nerve to send a radiogram to inform H. K. Back came the answer: "Every business suffers a percentage of losses. Ours has been surprisingly low."

Mr. McCann has considered 13 his lucky number. The agency first had offices on a 13th floor, and when it moved from 26 Broadway he said, "Well, we had good luck there, and if we can have half as much luck, we'll be doing all right." All McCann buildings are supposed to have a 13th floor, and he gets an office on the 13th.

He's married to the former Dorothy Barstow, who produced "Death Valley Days" and "Dr. Christian," two of the longest-lived radio shows. She has been a vp of McCann-Erickson.

■ The McCanns own a farm near Greenport, L.I., and have a Manhattan apartment on Sutton Pl. He is a longtime golfer, who still shoots in the 80s "once in a great while." For many years he played in a foursome, one of whose members was Frank Abrams, retired chairman of Jersey Standard.

Mr. McCann, like Mr. Erickson, has been an investor. He is currently a director of Technicolor Inc. and U.S. Potash Co., both McCann-Erickson clients. #

'Puck' Boosts Davidson, Davis

J. Hugh E. Davis, former vp and ad director of Puck—The Comic Weekly, has been named vp and general manager, succeeding Robert P. Davidson, who moves up as vp in charge of publisher relations. Prior to joining the Hearst organization in 1956, Mr. Davis was exec vp of Foote, Cone & Belding, in Chicago.

Top '58 Radio Spot Users: GM, Ford, Reynolds, American

(Continued from Page 1)

how much the giants were investing in spot radio was a mystery concealed by the difficulty of measuring a medium which comprised over 3,300 stations, though far fewer than that number are naturally used for any single campaign," he said.

Mr. Sweeney noted that some of the top accounts are spending \$90,000 or more weekly in spot radio, which is "equivalent to the cost of a major half-hour nighttime network television venture weekly even at today's tv prices." He said that 85% of the top 100 advertisers who are eligible to do so used radio—network or spot—during 1958.

■ The RAB said it is difficult to compare the spot radio figures with those of other media due to "the fact that other media figures (for example those issued for spot tv) are gross, that is, too high. Figures of other media are calculated on the basis of the one-time rate—without discounts earned by the advertiser's frequency of announcements weekly and duration of schedule. For example it's believed spot tv figures run 20% higher on the average, probably more for smaller accounts." #

Leading Spot Radio Advertisers in 1958

Source: Radio Advertising Bureau

Rank	Company	Net Time Charges
1	General Motors	\$5,400,000
2	Ford Motor Co.	5,000,000
3	R. J. Reynolds	4,700,000
4	American Tobacco	4,600,000
5	Liggett & Myers	2,700,000
6	Texas Co.	2,600,000
7	Chrysler Corp.	2,300,000
8	Sinclair Oil	2,200,000
9	Thomas Leeming	2,000,000
10	Lever Bros.	1,900,000
11	Standard Brands	1,900,000
12	Anheuser-Busch	1,800,000
13	Carling Brewing	1,800,000
14	Bristol-Myers	1,700,000
15	Fels & Co.	1,700,000
16	Shell Oil	1,700,000
17	Continental Baking	1,600,000
18	Sterling Drug	1,600,000
19	Beneficial Finance	1,500,000
20	B. C. Remedy	1,500,000
21	Plough Inc.	1,400,000

Note: The figures shown here are totals for the company named, including all of its brands and divisions. The figures are for the calendar year 1958 as estimated by RAB based on its surveys during the year with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditure rather than overly-high gross figures.

Active Spot Radio Users Listed Alphabetically

Company*	Net Time Expenditures
Alemite division, Stewart-Warner	\$1,100,000
American Airlines	1,000,000
American Home Products	925,000
Associated Sepian Products	780,000
P. Ballantine & Sons	650,000
Beech-Nut Life Savers	715,000
Best Foods	1,100,000
Campbell Soup	840,000
Cities Service	1,100,000
Colgate-Palmolive	750,000
Falstaff Brewing	720,000
General Mills	650,000
Gulf Oil	1,000,000
Robert Hall Clothes	725,000
Thea. Hamm Brewing	650,000
Household Finance	900,000
Liebmann Breweries	780,000
P. Lorillard	1,200,000
Metropolitan Life Insurance	1,000,000
Miles Laboratories	1,100,000
National Carbon Co.	800,000
Northwest Orient Airlines	1,100,000
Quaker Oats Co.	1,000,000
Revlon Inc.	750,000
Jos. Schlitz Brewing	900,000
Seaboard Finance	700,000
Standard Oil (N.J.)	1,200,000
Sun Oil	730,000
Tetley Tea	800,000
Trans World Airlines	650,000

*Other large spot radio accounts equal in billings to some of those listed here, particularly regionals, may be omitted. Reason: the RAB sample, after only three surveys is not large enough to insure that all accounts are being fully reported.

Harriet Romain Moves

Harriet Romain Advertising, New York, has moved to 37 W. 57th St.

Paris & Peart, Gardner Merged

(Continued from Page 1)

Gardner said, and all other officers of the two agencies will retain their present positions. Gardner also said it foresees no cutbacks among agency personnel at present. Gardner has 250 people in its St. Louis, New York and Hollywood offices. Paris & Peart has 115 employees.

Roland Martini, Gardner vp and executive radio-tv director, will remain in New York, and Al Chance will continue as manager of Gardner's Hollywood office. Present plans call for maintaining New York office space both at the present Paris & Peart location at 370 Lexington Ave. and at Gardner's present space in the Time-Life Bldg. Paris & Peart is overcrowded in its present quarters, Gardner explained, while Gardner has room to expand in its New York office.

■ Ira Rubel & Co., management and accounting counselors, participated in working out details of the merger, which will be consummated principally through stock transfers.

Messrs. Claggett and Rehm, in a joint statement, said:

"Merger of these two well-established agencies brings together in one dynamic organization an



John Rehm



Charles Claggett

outstanding team of creative and executive advertising people and a distinguished list of clients.

"This will make possible even finer advertising service for the clients of both agencies and increased opportunities for the personnel of the two companies. It gives the new Gardner Advertising Co. a strength in depth comparable to any agency in the nation.

"We regard this as only the first step toward greater growth and progress in the future."

■ Gardner Advertising Co. was founded in 1908 by Herbert S. Gardner, who died in 1955. Herbert S. Gardner Jr. is now secretary-treasurer of the agency. Mr. Claggett became president of the agency in November, 1955, when Mr. Marshutz moved up to chairman of the board.

B. J. Paris and Alfred G. Peart, both now deceased, formed their agency in 1927. Mr. Peart was director of advertising for A&P when he and Mr. Paris, an associate there, left to start their own agency, taking the food chain account with them.

Last month Paris & Peart lost the *Woman's Day* account to Doyle Dane Bernbach (AA, Nov. 10). #

ROBERT ANTHONY

CHICAGO, Dec. 17—Robert Anthony, 72, the smiling butler who appeared in about 150 Hiram Walker ads between 1945 and 1956, died here today of a heart ailment. His 11 years with Walker is believed to be a record for a model's duration with a product.

Mr. Anthony had been a waiter for 35 years in the Empire Room of the Palmer House here when he was spotted in 1945 by Wesley Bowman, of Wesley Bowman Inc., photographer. The ads Mr. Anthony appeared in were placed by Foote, Cone & Belding. #

Last Minute News Flashes

Lipson Named Ad Director of Bell & Howell

CHICAGO, Dec. 19—Robert D. Lipson, sales promotion manager of Bell & Howell for the past six years, has been named director of advertising and sales promotion, effective Jan. 1. He succeeds Pierre Marshall, who resigned to join Keyes, Madden & Jones, Chicago (see story on Page 8). A. D. Grasser, assistant sales promotion manager, succeeds Mr. Lipson.

FDA's Howland Joins Enloe Agency as Exec VP

WASHINGTON, Dec. 19—Dr. Albert H. (Jerry) Howland, medical director of the Food & Drug Administration, is leaving government service next year to join Cortez F. Enloe Inc., New York ethical drug agency. Dr. Howland has purchased a substantial interest in the Enloe agency and will be exec vp and chief operations officer.

Pennsylvania Tire, F&S&R to Part Company

MANSFIELD, O., Dec. 19—Pennsylvania Tire Co. and its agency, Fuller & Smith & Ross, will end their five-year relationship Jan. 1. Pennsylvania Tire said it would name a new agency after the first of the year.

National Electric Coil Shifts to Griswold-Eshleman

COLUMBUS, Dec. 19—National Electric Coil Co., a division of McGraw-Edison Co., will move its advertising account Jan. 1 from Kight Advertising, Columbus, to Griswold-Eshleman Co., Cleveland. National Coil, a major electric coil and insulation manufacturer, will launch a new national ad program in the spring.

Tillamook Cheese Account Shifts to Showalter Lynch

TILLAMOOK, ORE., Dec. 19—Tillamook County Creamery Assn., producer of Tillamook cheese, will shift its advertising account from Botsford, Constantine & Gardner to Showalter Lynch Advertising Agency, both of Portland, on Jan. 1.

Weiman Co. Moves to R. Jack Scott

ROCKFORD, ILL., Dec. 19—The Weiman Co., furniture manufacturer, has moved its account to R. Jack Scott Inc., Chicago, from the Phil Gordon Agency. A campaign is tentatively planned using shelter magazines.

Maxon Finds Conflict, Resigns Magnavox

DETROIT, Dec. 19—Maxon Inc. has resigned the account of Magnavox Co., Fort Wayne, Ind., "because of a competitive situation between Magnavox and another Maxon account"—presumably General Electric, for which Maxon places tube and radio receiver advertising.

MacManus to Add 3Ms Magnetic Products Unit

ST. PAUL, Dec. 19—Minnesota Mining & Mfg Co. has named MacManus, John & Adams to handle its magnetic products division, effective March 1. Batten, Barton, Durstine & Osborn is the current agency. MJ&A now handles the company's gift wrap and fabric divisions, adhesives, coatings and chemical products divisions.

Kayser Canada Unit Moves to Daniel & Charles

TORONTO, Dec. 19—Julius Kayser & Co. Ltd., London, Ont., subsidiary of the women's wear manufacturer of that name in New York, will move its advertising account Jan. 1 from Walsh Advertising Co., here, to Daniel & Charles, New York.

Esso Sets Flit Drive; Other Late News

● **Esso Standard Oil Co.** has launched an introductory campaign in trade journals plugging Flit house and garden insect killer and Flit roach and ant killer, both new products to be marketed nationally this spring. The two bug killers replace Flit insecticide, previously advertised only in Esso's 18-state marketing area, and will be pushed nationally on nighttime network tv (for other news of Esso magazine advertising, see story on Page 8). McCann-Erickson is the agency.

● **Bon Ami Co.**, New York, has approved an ad budget of \$2,080,000 for 1959. The company says \$1,330,000 of this is in cash advertising and approximately \$750,000 in "barter" broadcast ads, under terms of a deal arranged by previous management of the company. Of the total expenditure, 70% will go for Bon Ami's new cleanser, which will contain Du Pont's Oxone (a monopersulfate compound), and the remainder to Jet Spray and four other Bon Ami products. Cole, Fischer & Rogow is the agency.

● **Of nine Booth newspapers** in Michigan, five have settled their strike with the International Typographical Union and will begin publishing immediately. The five are the *Ann Arbor News*, *Kalamazoo Gazette*, *Bay City Times*, *Muskegon Chronicle* and *Saginaw News*. An early settlement of the strike which began Nov. 24 (AA, Dec. 1) is expected at the other Booth newspapers.

● **The Audit Bureau of Circulations'** board of directors has voted to eliminate the reporting of rural mail delivery and non-rural mail delivery subscription figures by farm publication members. The change becomes effective Jan. 1 and will be reflected in ABC farm publication reports issued after June 30, 1959, when only total circulation figures will be reported.

● **Colgate-Palmolive Co.** has announced "an agreement in principle" to buy the Wildroot Co., Buffalo, early next year. The purchase will be made through an exchange of stock. ADVERTISING AGE was unable to learn whether any agency changes are in the offing. Batten, Barton, Durstine & Osborn is Wildroot's agency. Wildroot, which will be operated as a Colgate subsidiary, makes Wildroot Cream Oil, big-selling hair tonic.

● **Arthur L. Decker** has rejoined Henri, Hurst & McDonald as senior vp and member of the plans board, after a 14-year absence. Mr. Decker was senior vp and general manager of Donahue & Coe, Chicago, until the D&C Chicago operation moved into Keyes, Madden & Jones earlier this month (AA, Dec. 1). Fairbanks, Morse & Co., which followed Mr. Decker from Henri, Hurst to Buchen Co. in '46, and to Donahue & Coe earlier this year, also is expected to return to Henri, Hurst.

● **Chicago Molded Products Corp.**, maker of plastic products, has appointed Marsteller, Rickard, Gebhardt & Reed, Chicago, to handle its advertising and public relations, effective Jan. 1. G. M. Basford Co., New York, is the current agency.

Atherton Agency Is Merged with Kastor, Hilton

(Continued from Page 1)

although both agencies are primarily package goods shops handling drug and grocery items in particular. Under the new setup, billings will be about 85% in the drug and grocery fields. Atherton & Currier, however, has a completely integrated industrial division, which will open up new areas for the other shop, Mr. Kahn told ADVERTISING AGE.

The Kastor, Hilton account list includes Drug Research Corp., Carter Products, Smith Bros., Snow Crop division of Minute Maid, Stop & Save Trading Stamp Co. and Hickok Mfg. Co.

Atherton's clients include Potter Drug & Chemical Corp., American Bible Society, B. Klutch Corp., Macmillan Co. and the General Chemical & Solvay Process divisions of Allied Chemical Corp.

■ The two agencies will remain in their present offices until March 1, when they will be consolidated on two floors of the newly constructed buildings at 575 Lexington Ave. The two staffs will total about 100, and the company expects to be able to combine them without having to dismiss anyone.

The agencies' Canadian affiliates—Bradley, Venning & Hilton and Atherton & Currier, both in Toronto—also will be consolidated Jan. 1, to form Bradley, Venning, Hilton & Atherton. William E. McDonald, currently manager of Atherton & Currier in Toronto, will become vp of the new company. Mr. Hilton and Mr. Atherton will be directors.

There were three main reasons for the merger, Messrs. Kahn and Hilton told AA: (1) To give better service to both sets of clients; (2) to build up volume to enable the agency to go out after new business—"for the first time we will be ready to bid for really significant business (so often accounts billing around \$3,000,000 want to limit their search for an agency to those billing \$15,000,000 or more)"; and (3) to achieve greater security for all employees—"the larger the agency, the more security."

■ The Kastor agency dates back to 1945, when it was set up by Messrs. Kahn, Chesley, Clifford and Farrell. At the time, Mr. Kahn was president of H. W. Kastor & Sons, in Chicago, an agency established in 1894 by his grandfather. Mr. Kahn then moved to New York to become president of the new KFC&C. Four of the founders remain; Mr. Farrell resigned ten years ago and is now ad director of Monsanto Chemical.

Mr. Hilton founded his own agency in 1947; then, in 1950, set up Hilton & Riggio with Louis J. Riggio. Mr. Riggio left the agency early in 1957 to join CBS Radio. Mr. Hilton has long specialized in new products and for the past five years has handled a yearly new products seminar—a project which the new agency will continue to emphasize.

■ Atherton & Currier was formed in 1927 by J. W. Atherton and George Currier, both of whom were with Morse International. A year later, Mr. Atherton bought out Mr. Currier and became sole owner of the agency. #

G.R. Products Names Jaqua

Grand Rapids Products, Grand Rapids, maker of movable walls and partitions, has named Jaqua Co., Grand Rapids and Detroit, to handle its advertising.

Beard Hits U.S. Outdoor Rules as Brake on Economy

(Continued from Page 3) and brand names is strictly limited also.

Writing as president of ABP, an association of 164 independently owned business papers, Mr. Beard, in his letter addressed to B. D. Tallamy, federal highway administrator, said, "Our organization has been alert to the implications of these standards, particularly as they could have a strongly negative effect on appropriate advertising and selling processes.

"We have refrained from advancing our views up to this time because our medium of advertising—the business press—Mr. Beard said, "is not directly affected, and because we have hoped that just solutions would be worked out through the joint and conscientious efforts of the outdoor advertising industry and government officials.

"Now, however, the Department of Commerce has formalized these 'new regulations,' and it appears to us that proposals advanced by the outdoor industry, seeking reasonable answers to the problem, have been pretty much ignored. So, too, have the protestations of other responsible advertising organizations.

"These regulations," Mr. Beard said, "are restrictions on advertising and that means they are restrictions on selling. We contend with great earnestness that the American economic system cannot survive if our government is going to put brakes on such creative effort.

"It is our further viewpoint that this action is the more disturbing because it is initiated by the Department of Commerce. Surely such a restriction on selling and advertising is in direct variance with the following statement made by Secretary of Commerce Strauss at his first press conference after his induction into that office:

"As the 'business department' of government, my associates here and I are charged with the responsibility to foster, promote and develop the health and growth of the economic system which has played so conspicuous a part in making our country strong and great."

"In the light of the above statements," Mr. Beard concluded, "the Associated Business Publications would like to recommend that careful reconsideration be given to this whole problem and that a solution be sought which demonstrates a fuller and more enlightened understanding of the workings of our selling and advertising forces." #

Two Former Boone Staffers Join O'Rourke, EWRR

Andrew Akamian has joined John O'Rourke Advertising, San Francisco, as an account executive. He was copy director of Philip S. Boone Associates, San Francisco, prior to its recent merger with Dancer-Fitzgerald-Sample. William Cheney, formerly art director of the Boone agency, has joined the art department of Erwin Wassey, Ruthrauff & Ryan, San Francisco.

Botsford Adds Plymouth Unit

Botsford, Constantine & Gardner, San Francisco, has been appointed to handle advertising for the Northern California Plymouth Dealers Assn., an account formerly handled by N. W. Ayer & Son, San Francisco.



EAR-PAC—Ex-Cell-O Corp., Detroit, used this system of fixed earphones to present its closed circuit tv films to visitors at the Dairy Industries Exposition in Chicago while observing convention rules pro-

hibiting excessive noise. The arrangement was devised by Ralph C. Charbeneau, director of advertising and public relations of Ex-Cell-O's Pure-Pak division and also a ham radio operator.

Wolfson Asks Abolition of Known Rating Weeks

(Continued from Page 2) was rating week," he said. "WTVJ and the other two stations purchased so much space that there were even tv program ads adjacent to the classified lonely hearts ads. To read the ads, every program was the greatest—every show a spectacular.

"That was also the month—March, 1958—that we reached a conclusion and a decision. The conclusion was that when everyone promotes every program simply because it is rating week, no one gains except competitive media in which the money is spent.

"The effect of everyone promoting is that everything becomes equally important and nothing is promoted," the tv executive said. Mr. Wolfson added that WTVJ has maintained a high level of popularity in its market despite this decision. The station has ordered a series of rating reports, each covering a four-week period, the first of which will be available early in February.

Mr. Wolfson said if buyers insist on one-week-four-week surveys instead of ratings based on the known week, "rating week will

have vanished from the American broadcast vocabulary by March 1, 1959."

The second speaker, Gene Accas, associate media director of Grey Advertising Agency, noted that there are many factors other than super promotions and special programming which serve to distort the rating picture. Among them he cited such considerations as weather and technical interruptions.

He made these suggestions to buyers who must deal with hyped ratings:

- Use share of audience figures when they are applicable. They may be a better indication of how a station is doing.
- Check very carefully the figures that are given you for comparison. Make sure all the elements are comparable.
- Try "trending"—that is, look at the audience level picture over a long period of time.
- Use your "experience and feel" to size up the situation. This will help you see past the "obvious and superficial numbers." #

Magazine Inserts Only in Infancy, Post Office Told

(Continued from Page 2) tising, the postal restrictions covering it should be the same as for a publication using second class mail. The restrictions should be the same for both classes."

According to L. Rohe Walter, special assistant to the Postmaster General, the department's representatives were interested in obtaining two kinds of information. First, Mr. Walter said, they wanted to know about the kinds of difficulties publishers have with the rules and regulations. Second, he said, the department wanted to know whether inserts and other unusual ads are going to be used on an increasingly broader scale in the future.

Spokesmen for American Assn. of Advertising Agencies and the Assn. of National Advertisers who participated in the meeting assured the department that this is only

the beginning so far as inserts are concerned. Stressing the increasingly important role played by advertising in creating markets for the products of industry, they predicted inserts will become more dramatic in the future in order to attract attention.

Representatives of the publishing groups emphasized that relationships with the division of postal services under the direction of Edwin A. Riley have been highly satisfactory.

After nearly two hours of discussion, the meeting broke up with the understanding the publishing groups could submit suggestions in writing for new procedures or rule revisions to remove uncertainty about inserts.

"Our people are anxious to do anything they can to eliminate uncertainty," Mr. Walter said. "If the publishers have suggestions, we are willing to consider any change which will provide them with a clear understanding of the rules so that they can go ahead and accept inserts without fear of violating the rules."

The Post Office delegation was headed by Deputy Postmaster General E. O. Sessions and included a total of 11 top officials con-

cerned with mail handling and patron relations.

Representatives from industry included August Nelson (Four A's); Basil Fowler, president of the Advertising Club of Washington, and William P. Tidwell (Advertising Federation of America); Peter W. Alport (ANA); John B. Babcock and Mr. Winsor (Associated Business Publications); Richard P. Smith, Robert Harper and William Giglio (National Business Publications); Stanford Smith (American Newspaper Publishers Assn.); and Kent Rhodes and Francis R. Cawley (Magazine Publishers Assn.). #

Nesbitt Builds Soft Drink Push Around Outdoor Ads

(Continued from Page 2) more than 400 Nesbitt franchise territories. Five different designs will be used, all variations on the basic themes.

Each board will use one of the cartoon youngsters for illustration, i.e., a boy togged out as a soldier, with copy reading "All us fightin' men go for Nesbitt's." Other themes, similarly illustrated: "All us top jockeys..." "All us Dodge City marshals..." "All us actresses..."

Radio and newspaper ads available to dealers also will carry out the theme. Point of sale material will feature five framed display pieces, similar in format to the outdoor boards.

As is customary, Nesbitt's will make in-store displays available, but this year emphasis will be on a 21x25" display for four self-liquidating premiums for consumers. Handling problems for the bottlers and dealers are eliminated by including a pad of 50 reply envelopes for enclosing 25¢ coin and bottle cap, which go directly to a premium house.

The parent company will present its advertising, merchandising and sales program at the annual franchise division sales meeting, to be held in Chicago the first week in January.

M. H. Kelso Co., Los Angeles, is the agency. #

Smith & Dorian Closes in S.F.; Grimard Joins Beaumont

The San Francisco office of Smith & Dorian has been closed and manager Paul Grimard has joined Beaumont & Hohman, San Francisco, as a creative account executive. Grimard took with him to B&H the Facciola frozen foods account formerly handled by Smith & Dorian, which has headquarters in New York.

Ex-Cell-O Uses Simulated Headset for Exhibit Visitors

CHICAGO, Dec. 16—An advertising manager with a penchant for electronics has provided an innovation in convention exhibits which has attracted the interest of several big advertisers.

Ex-Cell-O Corp., Detroit, wanted to present closed circuit tv in its exhibit at the Dairy Industries Exposition in Chicago. The problem was to make the sound audible in the noisy hall without becoming so loud as to disturb neighboring exhibits.

Ralph C. Charbeneau, director of advertising and public relations for Ex-Cell-O's Pure-Pak division, who is also a ham radio operator, worked out the solution. He placed receivers similar to those used in headsets inside small plastic cups, and mounted them at head height on chairs surrounding the tv set. The receivers hang a few inches away from the set, and are adjustable.

They provide the "personal" reception of headsets, Mr. Charbeneau said, while avoiding some of the problems of headsets. These would include difficulty in handling, and the problem of sanitation.

Also, he pointed out, headsets could be left off by a visitor who just wanted to rest tired feet in the Ex-Cell-O space. "With our setup, any person sitting down will get our message," he said.

The receivers were part of an ambitious program at Ex-Cell-O's exhibit. Radio Corp. of America had a tv van outside the hall which piped in three closed circuit films to the exhibit space during the show last week. The films were interviews with milk dealers who had switched to cartons, training aids for dealers and public service documentaries from the company available for dealer use.

The whole tv package, including the production of the individual speakers by Display & Exhibit Specialties Co., Detroit, cost Ex-Cell-O about \$14,000.

Exhibit personnel from Ford, Chrysler and General Mills visited the Ex-Cell-O exhibit to study the innovation for possible use. Mr. Charbeneau said he had devised the arrangement only for the dairy show, and hadn't yet explored other possibilities. #

Miehle-Goss Names Hill; Division Appoints Speer

John W. Hill has been appointed director of market research of Miehle-Goss-Dexter Corp., Chicago. Mr. Hill, formerly market research manager of Mergenthaler Linotype Co., will assist both corporate management and the various Miehle-Goss-Dexter division market research groups.

E. L. Speer Advertising Agency, Racine, Wis., has been named to handle advertising and public relations for M-D Blowers Inc., Racine, a division of Miehle-Goss-Dexter, effective Jan. 1. Ladd, Southward & Bentley, Chicago, formerly handled the account.

New Diet Book Ready

Advertising men bracing themselves for the calorie-laden season of good cheer will be heartened by the news that a 44-page booklet, "Dieting to Reduce," is off the press and ready for distribution by Dannon Milk Products, Long Island City, N. Y. The booklet is being offered consumers via extensive radio advertising in the New York area over stations WCBS, WRCA, WOR and WNEW. In addition, pages will be used in medical publications. Zlowe Co. is the agency.

"AD REQUIREMENTS IS ONE OF MY FAVORITES"

SPIEGEL

1061 W. 35TH STREET

CHICAGO 9

OFFICE OF
LOUIS E. RUDIN
VICE PRESIDENT

Advertising Requirements Magazine
Advertising Publications, Inc.
200 East Illinois Street
Chicago 11, Illinois

Gentlemen:

The mail order industry is a world in itself - a fascinating world where it is easy for marketing, advertising and sales promotion men to lose contact with "outsiders" and become ingrown. There are many differences between high volume mail order catalog selling and other fields - even the "shop talk" often sounds as if it were a different language.

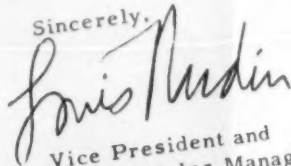
To bridge the gap, I read many, many magazines and trade publications - scissors in hand - and can truthfully say that ADVERTISING REQUIREMENTS is one of my favorites.

You manage to pack AR with a wealth of material on what others are doing - and why. The material is skillfully edited and attractively presented. When the topic involves technical material, the important details are included. I find each issue fresh and stimulating.

My secretary tells me that I should thank you particularly for the "Readers' Service" pages - her files are bulging with the materials we have ordered through the handy coupon.

I am happy to recommend ADVERTISING REQUIREMENTS as valuable reading to anyone in advertising or sales promotion.

Sincerely,



Vice President and
General Sales Manager
SPIEGEL, Inc.



LOUIS E. RUDIN
Vice President and
General Sales Manager
SPIEGEL, INC.

Mr. Rudin and Spiegel, Inc. are typical of the advertising professionals and important buyers of advertising supplies and services you reach in the pages of Advertising Requirements.

Spiegel, Inc. is the third largest of the mail order "giants". Founded in 1865, its sales in 1957 topped \$128,000,000.

Mr. Rudin's sales and merchandising career began some 30

years ago with the McCurdy & Co. department store in Rochester, N. Y. He has been with Spiegel since 1944.

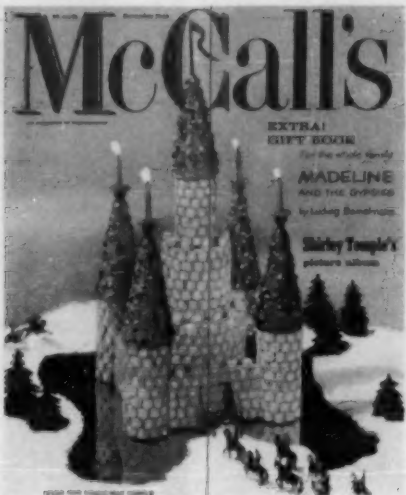
As general sales manager, Mr. Rudin directs Spiegel's advertising, solicitation of new customers, production of Spiegel mail order catalogs, circulation policies, market research and maintenance of a test index which provides an accurate cross-section of Spiegel customers throughout the nation.

Advertising Requirements

Workbook of Advertising & Sales Promotion

Published By The Publishers of ADVERTISING AGE
and INDUSTRIAL MARKETING

200 E. ILLINOIS ST., CHICAGO 11 • 480 LEXINGTON AVE., NEW YORK 17



McCall's gives them young ideas...

The big, colorful December McCall's, like mistletoe, strikes a spark in every age...with *ideas*. It may be the fun of building a marshmallow castle, the brightness of holiday fashions, decorations, recipes. It may be the happy nostalgia of Shirley Temple's own photo album. Or reading Bemelmans' newest book, *Madeline and the Gypsies*, to a small child. Or discovering how McCall's program of "Use-Testing" products can simplify everyday shopping for the whole family. *Every* issue of McCall's is designed from cover to cover to serve the needs and interests of active women and their families. It is this concept which gives McCall's the youngest audience of the major women's magazines, an audience that looks to McCall's for information and inspiration of all kinds.

McCALL'S, THE MAGAZINE OF TOGETHERNESS

p.s. December issue has
biggest circulation
of any December issue
in McCall's history—
5,450,000

(PUBLISHER'S ESTIMATE)



AMONG WOMEN'S SERVICE MAGAZINE AUDIENCES - McCALL'S HAS THE YOUNGEST MEDIAN AGE - McCALL'S LEADS IN YOUNG WOMEN READERS (20-29 YEARS OF AGE). AND McCALL'S IN THE PAST FOUR YEARS HAS ADDED THE MOST READERS IN THIS AGE GROUP. /Source: Look-Politz Surveys, 1953 and 1954.